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April/May 1988

PLAY·METER

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Robert Kenney, Golfland, Sunnyvale, CA.

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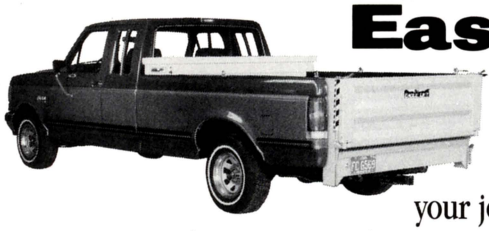

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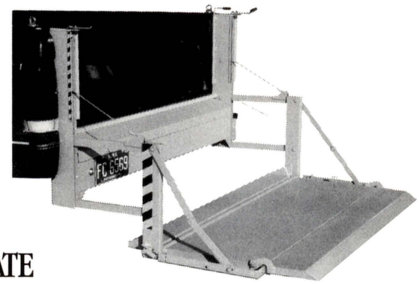

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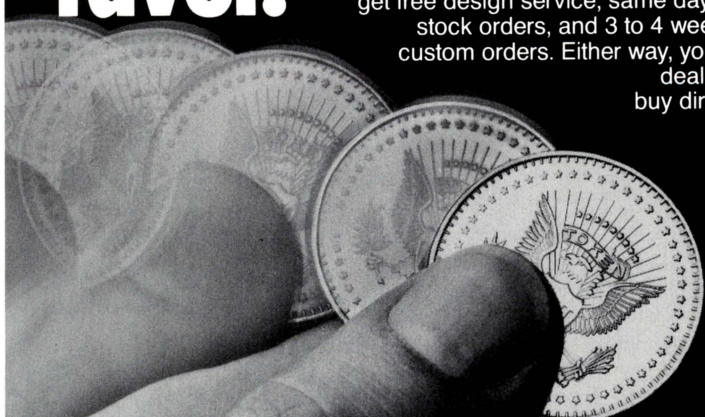

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PLAY·METER MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

ART AND PRODUCTION DIRECTOR
Margret Vincent

TECHNICAL WRITER
Frank Seninsky

CORRESPONDENTS
Irving L. Blackman
H. Richard Priesmeyer
Jeffrey Rosenthal
Roger C. Sharpe
Mike Shaw
David Snook

ADVERTISING MANAGER
Ron Kogos

COMPTROLLER
John F. Lally III

CIRCULATION MANAGER
Renee' C. Pierson

ACCOUNTING
Carol Lea LeBell

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003

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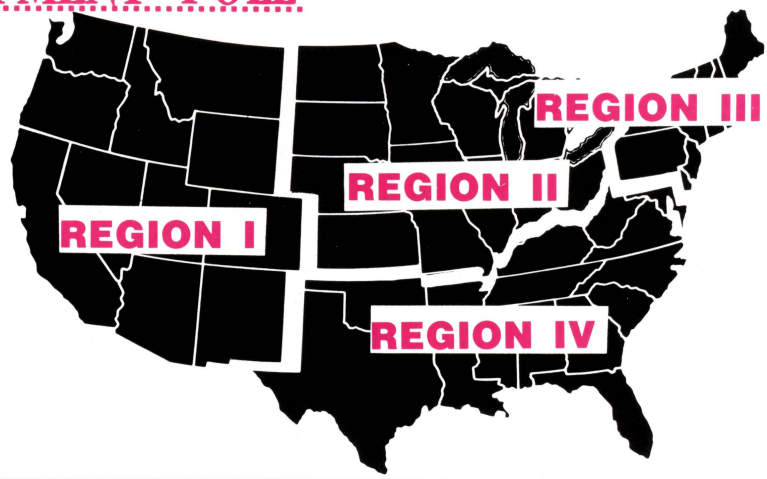
EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



REGION I

WEST 1

Shinobi	Double Dragon	Super Hang-On	(Heavy Barrel & Super Contra (top earners but new), Tiger Road, Super Dodge Ball, and Blasteroids earning well)
Operation Wolf	Guerrilla War	RoadBlasters	
Vigilante	After Burner	Quarterback	
Super Sprint	Twin Cobra	Time Soldiers	
Street Fighter	Xenophobe	Rolling Thunder	

WEST 2

Shinobi	Double Dragon	Space Station
Heavy Barrel	Rolling Thunder	Vigilante
Super Contra	Twin Cobra	Super Hang-On
Heavyweight Champ	Out Run (50-cents)	
After Burner	RoadBlasters	

REGION II

CENTRAL 1

Big Choice (33%)	Quarterback	Street Fighter
Heavy Barrel	After Burner	Double Dragon
Double Dragon	Vigilante	Hang-On
Twin Cobra	Cyclone	
Guerrilla War	Blades of Steel	

CENTRAL 2

Heavy Barrel	Shoot To Win	Twin Cobra
After Burner	ThunderBlade (50-cents)	Super Sprint
Double Dragon	Blasteroids	RoadBlasters
Operation Wolf	Super Contra	Street Fighter
Heavyweight Champ	Shinobi	Galaga

REGION III

EAST 1

After Burner	Double Dragon	World Series	(Cranes are top earners; now is the time to switch to jewelry)
Out Run	Quarterback	Super Contra	
ThunderBlade	WEC LeMans		
Heavyweight Champ	Heavy Barrel		
Operation Wolf	Space Harrier		

REGION IV

SOUTH 1

Shinobi	Double Dragon	(1942 & 1943 and Tiger Road still earning; Secret Service is up and down)
Operation Wolf (slowing)	Blasteroids	
Vigilante	Twin Cobra	
Heavy Barrel (2 collections)	Time Soldiers (needs constant rotation)	
Cyclone (new, looks good)	Out Run	

The Story Of DODGE BALL PART I

Since the dawn of time Man has sought to entertain and amuse himself. One of the earliest forms of fun was a game called Goork.

The object of the game was to throw large rocks and sticks and hit members of the other team. The game was often fatal... but it was considered a great deal of fun.

As man became more civilized, the game of Goork also became more civilized. Eventually it evolved into the game we know as Dodge Ball. Dodge Ball was fun and a lot less painful than Goork.

Times have changed, but man still seeks to entertain and amuse himself. That's why the Leland Corporation presents Super Dodge Ball. This fast actioned game is for one or two players. Super Dodge Ball features exciting sound and graphics and the multiple levels of play provide a constant challenge. Super Dodge ball is available in a dedicated cabinet or as a conversion kit, from The Leland Corporation.

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NEWS BULLETIN

.....Romstar has moved to larger facilities at 22857 Lockness Ave., Torrance, Calif. 90501. The phone (213/539-2744) and fax (213/539-3626) numbers remain the same. Romstar won the Play Meter award for excellence in the category of conversions at the recent ACME show where the company introduced *Ninja Warriors*, *Kageki*, and *Thundercade*. . . . . .

.....Speaking of new games, United Amusements will be representing SNK's new game called *Paddle Mania*. It is a two player vertical kit; a cross between racquetball and tennis as players paddle their balls behind their opponent's goal for points. Two players can play against each other on a vertical cocktail table. Said Brown, "Operators with older tables like *Pac-Man* now have a seriously good game to put new life into those old cabinets." For more information call 1-800-722-8258. . . . . .

.....Jim Pierce, who recently sold his company, Cinematronics, to Byron and Leland Cook, has relocated to Oregon to head up a subsidiary of Leland. John Rowe has assumed the position of president.

Bette Lockhart has changed positions at Rock-Ola, from executive vice president in charge of jukebox marketing to the Rockola family's Peerless real estate division. No replacement has been named.

Bob Porembski has joined Sunbelt Distributing as music and games manager. Bob was previously with Sunshine Distributing. . . . . .

.....It's the time of year for state association shows so we urge all operators to *please* check into their state's plans. It is very discouraging to hear operators say that they don't belong to their state association because it hasn't done anything for them. It's a feeble excuse and every operator who has made the coin-op industry his career should be a part of his state association. If you aren't a member, go anyway to see what it's all about. The associations put a lot of time and effort into planning something fun and worthwhile, so take advantage of it. We'll see you at as many of them as we are able to attend, and we'll be talking with operators because that's where the heart of the industry truly is. Please be there--for yourself and for your industry. . . . . .

.....Here's some good news for operators; Randy Fromm is putting on a monitor repair school June 4-5. Randy did service seminars at AOE and now at ACME. He feels that with kits being so prevalent in the industry right now, operators have a need to learn how to repair monitors. If you are interested, call him at (619)697-4035. . . . . .

.....Kane Amusement Distributors has enlarged its New Orleans office, showroom, and warehouse facilities and moved to a new location in the heart of the largest suburb, Metairie. Kane's new address is 3424 Hessmer St., New Orleans, LA 70002; (504) 888-6882 or 888-6883. Charles Gleason, manager, and his staff invite all Kane customers to come by and visit the new "digs". . . . . .

.....Roger Gerber of Communidyne, maker of the *Model 2000 Breath Analyzer* , reports that the company has embarked on a mass mailing program to reach all tavern owners. Communidyne has joined with Bel-Aire Insurance in an effort to assist bar locations with liability insurance premiums. Communidyne wants to inform bar locations of Bel-Aire's Assurance Purchasing Co-Op (APC) that provides competitive insurance rates (a 10 percent drop from normal) for bar locations and an additional 10 percent savings if the location installs a *Model 2000 Breath Analyzer*. According to Gerber, locations have experienced annual premium savings from a low of $200 to a high of $15,000. Mailings have been completed thusfar in Michigan (the first state to make liability insurance mandatory for bar locations) and Florida. In the months ahead, Communidyne and Bel-Aire will be mailing to Texas in May, Massachusetts and Ohio in June, and Indiana and New Jersey in July. . . . . .

.....Dennis Sable has been promoted to sales manager for Leland Corp. He joined the company in September holding quality control and technical positions. Dennis has been in the industry for 10 years working for United States Theatre Amusements, Spring Valley Amusements, Randy Fromm's Arcade School (as an instructor); and most recently, Romstar, where he spent three years as the technical manager. . . . . .

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PLAY·METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO.4 | CONTENTS | APRIL/MAY 1988

FEATURES

It was a reallllllly big show! 24

Of course, we're talking about the American Coin Machine Expo held in Reno this year. And we're not exaggerating; it was a really big show with all the trimmings. The attendance was exceptional, the seminars supreme, and Bally's hotel was a gracious host. We have lots and lots of color pictures and we hope you're all in at least one of them. If not, stop us next year when the show will once again be held at the Bally's in Reno. There are also two pages we called ACME funny pages, because some pictures just cry out for a funny caption!

Trade Shows Overseas 82

Our overseas correspondent covered three shows held overseas and wrote a wrap-up on each. Some industry folks travel to these foreign shows but for those that don't here's what is happening over there.

Buyer's Guide 93

We decided to compile a buyer's guide of current equipment right after the ACME show so we could include the latest machines shown. We have added a brief description of each so you can conveniently scan through and decide what would be appropriate for your routes.

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Cover: The machine on the cover is the most expensive *Draw 80* ever built. It's a special 24k gold-plated edition presented to Si Redd (left) from Sal Mirando with a plaque that reads "To Si with deepest appreciation. Sal." Sal quipped that Si's reaction was, "Thank you very much. Could you help me find a good location for it!" Sal's company, SMS, is now producing the "original" *Draw 80* first introduced by Si's company, IGT.

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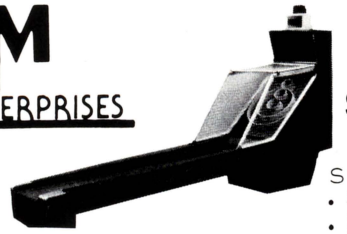

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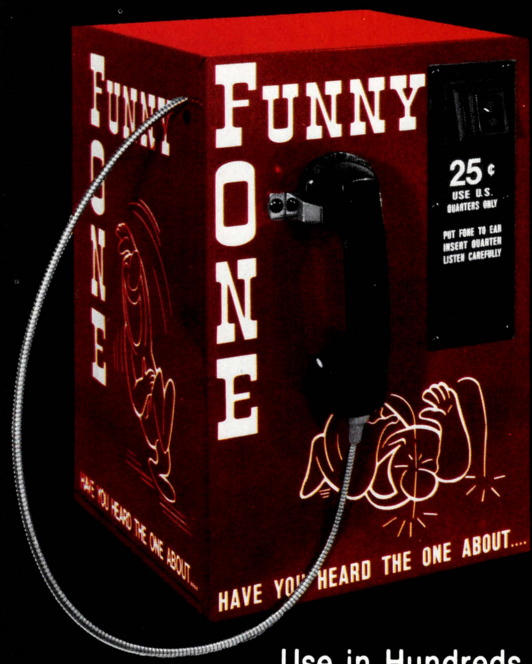

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LETTERS

Question about poll

I am pleased to see in your ACME show issue that you are finally including an Equipment Poll feature, although I don't quite understand the meaning of dividing up regions I and II the way you have. Is it that you have a grand total of six operators reporting on their top games? Since I work in consumer games, it is very important for me to have regular information about which coin-op titles are doing well, and your competition provides that information in their magazine. I hope your Poll feature will eventually settle into a more understandable format, and therefore I am gambling on a subscription. Enclosed you will find a check for $45, along with the $5 coupon from the ACME show.

Tom Sloper
Sunnyvale, CA

[Editor's Note: We have gotten so much positive feedback from the equipment poll that I am going to take this opportunity to explain once again exactly how it works. We divided the country into four regions (there is a map at the top of the page) and called them Regions I, II, III, and IV. We then got operators from each of those regions (two operators in regions I and II; one in regions III and IV) to send us their top games each month. Since region I, for example, has two operators sending us information, we distinguished them by West 1 and West 2. The others where only one operator is participating are simply East 1 and South 1 indicating that only one operator from that area is supplying information. The games are not rated in any kind of way and though we first thought adding an average would be useful, and supplied that information in the first one, it's not necessary so it will not be included any longer. Next to the list of games, there is space for comments from these operators. This could be a range of things from a game that may not be in the top 10 but is still a good return on investment or a new game that hasn't made its way to the top but is earning steadily to what games these operators liked at recent trade shows.

I would like to add that the operators who are participating in this equipment poll are large street operators with numerous pieces of equipment on their routes. They basically buy all of the new games introduced so for a game to appear as one of their top games, it has had stiff competition. You can be sure it's not the only new game that they've bought in the last two years! If any of our readers have any suggestions or comments on our equipment poll, I would love to hear from you. --Valerie Cognevich]

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What's so *bad* about feeling *good* ?

A lot of press clippings have been crossing my desk lately that give the definite impression that parents are afraid video games will contaminate their children and result in distorted views on life or lead to unsavory activities like gambling.

Case in point: A father in Hialeah, Fla. gave his son a quarter to play what he thought would be a *Pac Man* game at a coffee shop. As it turned out, the game was a video poker game and the dad was irate. He just happens to be a Hialeah councilman and now wants to stop video games from coming into the city by denying vendors licenses. This same dad was instrumental in having the city pass a moratorium on new licenses in October, 1986. He may succeed in stifling video games in his area, but also hurt legitimate operators of coin-op entertainment games at the same time.

An anti-video game proposal for a whole municipality is a pretty stiff penalty for one round of a video poker. And who is being penalized? Does the father imagine that if there are no video games anywhere in town his son and other youngsters will never be tempted to try those evil machines again? Perhaps he should consider relocating his family, since Hialeah Park is famous for horse racing. That makes all Hialeah citizens predisposed to gambling, right? Wrong. That's as foolish as imagining that one round of video poker predestines gambling. Removal of licenses for new games, and the possible drying-up of video game locations, does not remove the parental responsibility of monitoring a child's activities. If this particular dad doesn't want his son playing any video games it does not mean the whole town has to suffer.

To many parents, video games are an unknown and that makes them suspect. Surely, time and money spent in front of a video screen must be bad. But time and beer consumed in front of the television during football season and baseball season is alright. Let's not even mention those office wagers on the outcome of sports events that so many adults enjoy. Some consideration must be given to the positive points of video game playing, such as: increased problem solving techniques, meeting and conquering a challenge, fantasy adventures that fire the imagination, improved hand/eye coordination, and reinforcement of memory skills. Not mentioned yet is the pure fun of it, and therein lies the crux of the matter. The games are for fun, enjoyment, entertainment, amusement, and camaraderie among players.

The target audience for videos may be primarily the male teen, but our industry covers more than just video games. After all, it didn't start with video at the onset but is known mostly for video nowadays because of the video boom of the early 80's. A well-run family arcade with a variety of equipment is an ideal spot for an afternoon of fun for the whole family. From basketball games to electronic darts, from pinball to cranes, there's something for everyone's amusement, thanks to our industry.

There's nothing wrong with feeling good about conquering the enemy in a video, or registering high scores in pinball, or beating out your brother in a hotly-contested air hockey match. The world is made up of challenging situations and make-believe ones on the video screen aren't going to have adverse effects on the general population's psyche. Removal of all entertainment possibilities would be quite a mistake. There aren't enough places for our young people to go today as it is. Harder still is finding movies in the G or PG categories that everyone can attend. Game rooms provide a needed recreational area that can be frequented no matter what the season or weather; no matter what the age or sex of the player.

Ours is a "feel good" business. Those of us in it know the fun elements of game challenge and all our paying customers understand it too. After all, they are supporting us with their entertainment quarters. I can only hope patrons in Hialeah will still have the opportunity to enjoy video games as one of their entertainment choices.

Bonnie Theard

Bonnie Theard
Managing Editor

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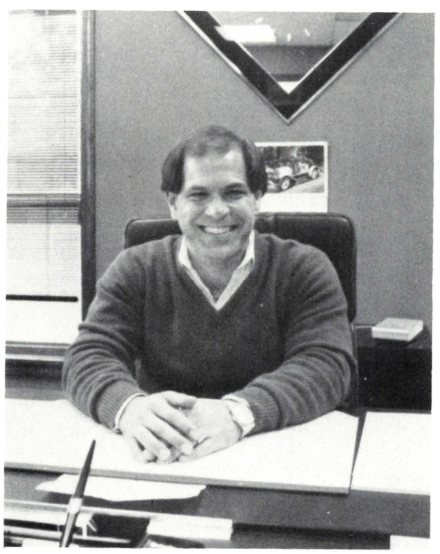
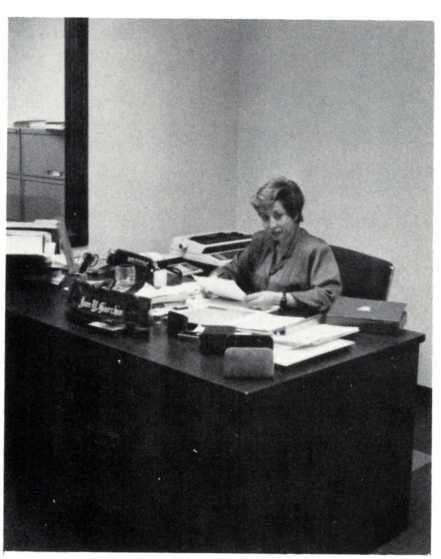
One of the reasons for its longevity lies in personnel. SMS still has its five original employees. Partners from the start, Sal Mirando, president and chief executive officer, joined with Pat and Vinnie Storino and added the first staff members: Jim Pietrangelo, Joan Sierchio, and Bob Harzer. Jim is now vice president of sales and marketing, Joan is vice president of finance and administration, and Bob is national sales manager.

Other key personnel include Walter Lee, chief of engineering; Tony Lorenzo, director of operations; Anna Smith-Larkin, senior programmer; John Browne, service manager; Tom Boos, customer service representative; and Peggy Harries, purchasing and inventory control. Both Pat and Vinnie are retired from active duty in the company, although they are still in partnership with Sal.

Promotions come from within and the customer base is the same as it was at the outset. According to Sal, "We sell basically to the same customers we have for six years. We do everything we can to keep our customers. We literally lose money on service. Our major priorities are sales, service, quality, and reliability.



Sal Mirando, president/C.E.O.



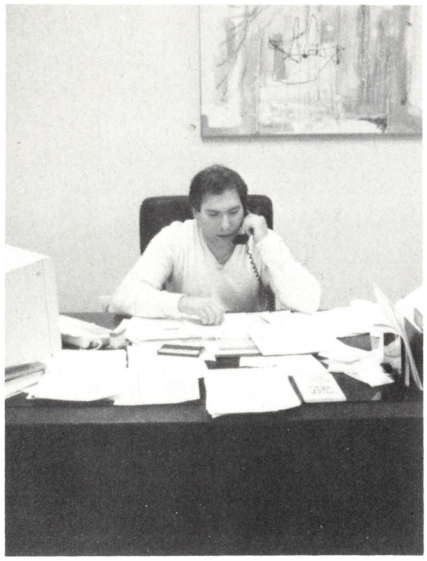
Joan Sierchio, vice president/finance and administration.

"Our sales staff is capable of handling the service calls because nine times out of 10 its more customer service than anything. Just as an army is said to run on its infantry, our company runs on its sales."

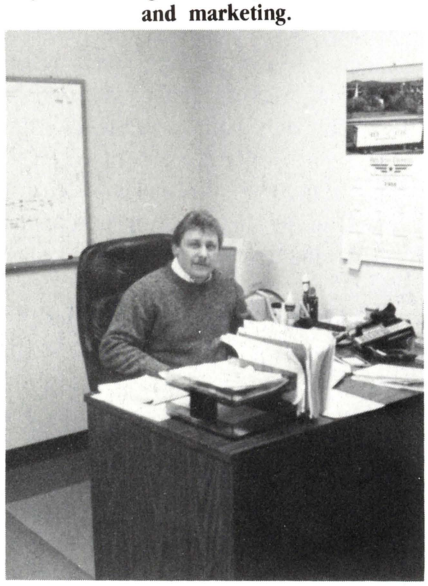
And those sales have been healthy for the company's main product, video poker games, and a line of merchandisers. SMS video pokers include *Top Draw, Second Chance, Bingo, Hi-Lo Double-Up Joker Poker ("Old Reliable"), Hi-Lo Double Up Joker Poker Deluxe*, and the return of the much heralded *Draw 80 Poker*. SMS will soon be releasing its newest game, a video merchandiser, *Pokeroll*, and plans new variations of the *Draw 80* in the next few months.

The SMS *Skill Crane* and economy version, *The Gobbler*, is now being followed by the *Double Skill Crane*. There is also a rotary merchandiser, *The Emperor*.

SMS knows its market well. Although starting as a maker of video card games, it quickly recognized the strength and importance of redemption equipment and branched out into that area. The company tests new equipment at its own location first, then sample tests in three or four other large arcades. Their distributor for all merchandisers and redemption equipment in New Jersey is Coastal Amusement, 2400 Belmar Blvd., Wall, NJ 07719 (201) 681-8900.



Jim Pietrangelo, vice president/sales and marketing.



Bob Harzer, national sales manager.

One thing SMS did not have to do was test for the popularity of the *Draw 80.* Last fall SMS obtained all the rights, blueprints, and specifications for the *Draw 80* from IGT, which had stopped production of the game two years before.

Sal explained, "Before we started manufacturing we took a poll of operators and asked them how they would improve the *Draw 80.* As a result, we made improvements such as two locks on the control panel, a back door for servicing, and an easily removable front plexiglass. We protected the cashbox area with a solid floor between the electronics and the cashbox. We use a quality Wells-Gardner monitor. Everything is built to IGT specifications. We have improved the quality while not changing the operator and player appeal. All our parts are totally interchangeable with the *Draw 80* of old, including the printed circuit board. The software is original IGT *Draw 80.*"

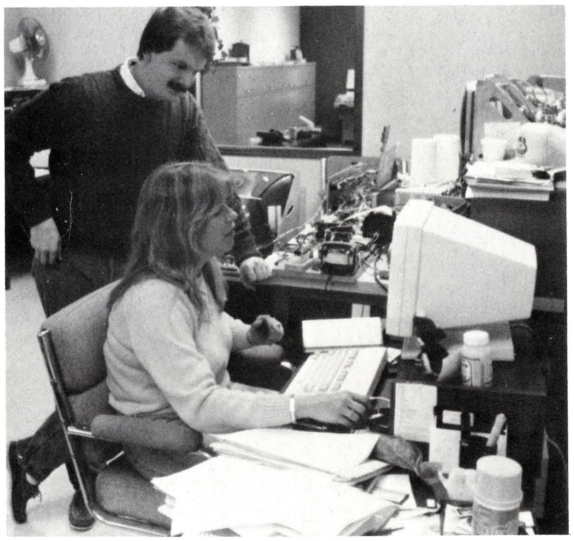
Orders are very strong for the *Draw 80* and on a manufacturing level the company could use 50 percent more space than it has at the moment. "Fiscal 1987 was our best year on record for manufacturing," said Sal, "and in fiscal 1988, now half over, we have set sales records for three of those months. We are already on a pace exceeding last year in gross sales.

"With the exception of the *Draw 80,* we design and engineer in-house. All hardware, software, and total product design is done here along with all our wiring harnesses and PC boards. We don't farm anything out. The machines are built from scratch here where we have total control of the product."

Getting from 1982 to 1988 has not always been smooth, but with the team effort at SMS it's been attainable. Sal is the first to admit that mistakes were made, as with all fledgling companies. "We stood behind every one of them," he noted, "until we had them right. I credit Jim and Bob for that. They spend one third of their time in the office and the rest of the time down in the shop on the factory floor looking into the games, making sure the customers are happy. On occasion they've stayed late at night to pack machines themselves. They follow the job to the very end.

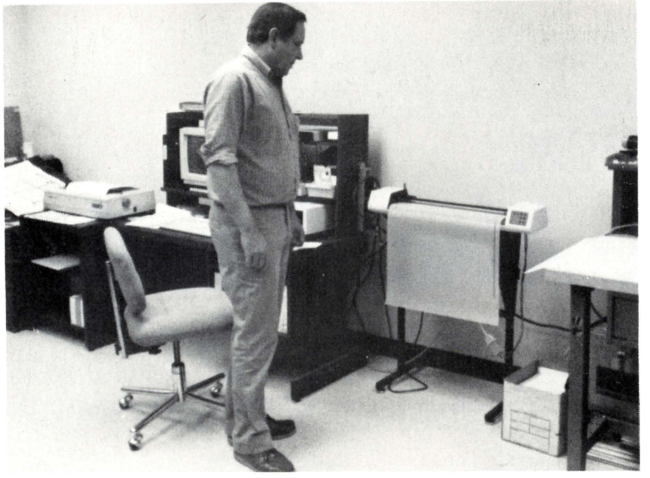
"Our company runs as an organization. All executive level personnel are capable of making any decisions to carry on day-to-day business. We set out to build our organization this way; it's a team effort and not dependent upon any one individual."

Looking back, he added, "We've done it the way we wanted; with slow, steady growth. We like to think we get better every year. We've been here this long. We must be doing something right."

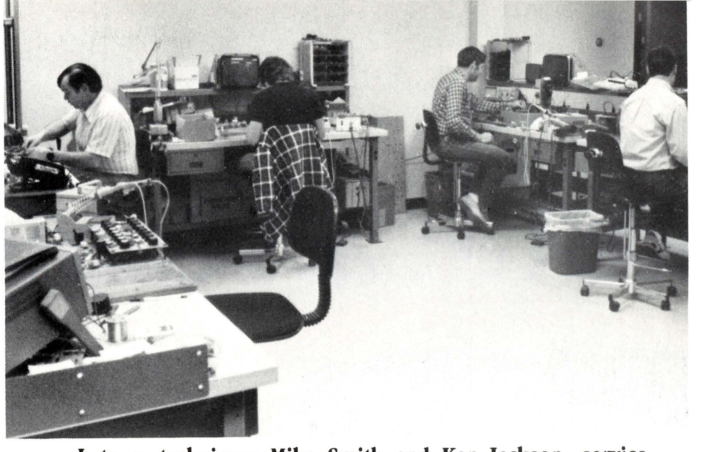


Anna Smith-Larkin, senior programmer; and Dan Bennett, programmer.

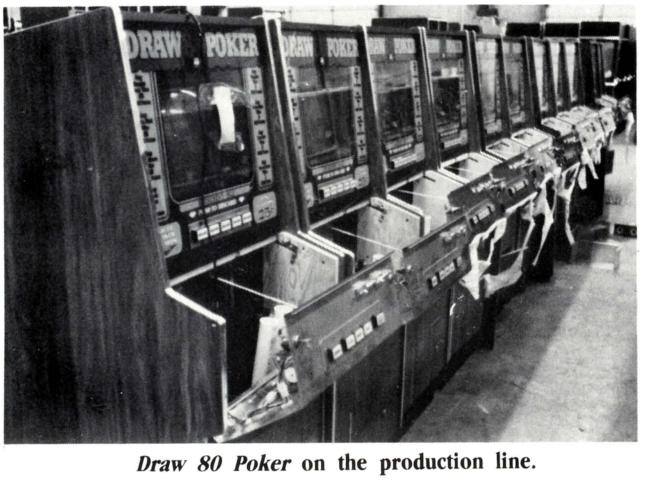
Tony Lorenzo, plant manager.



Walter Lee, chief of engineering.



L to r: technicans Mike Smith and Ken Jackson; service manager John Browne; and technician Jim Hughes.



Draw 80 Poker on the production line.

An interior view of the SMS factory.

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(OPERATOR SELECTABLE)
A fantastic innovation that's invaluable for leagues and tournament competition, and benefits all players. At the end of any '01 or Hi-Score game the Stat-Pak™ software automatically computes and displays for each player:
(PPD) AVERAGE POINTS PER DART
(TON) # OF TONS (100pt ROUNDS)
(HAT) # OF HAT-TRICKS (3 BULLS)

Screen also recognizes great games of 6, 7, 8, or 9 DART OUTS.
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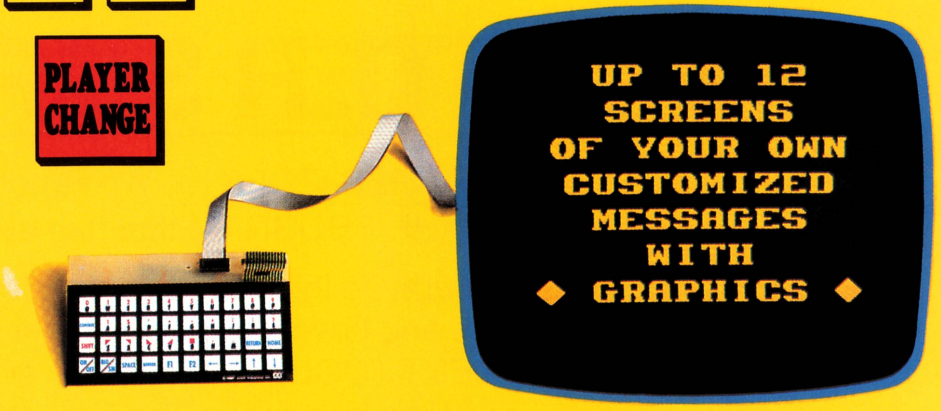

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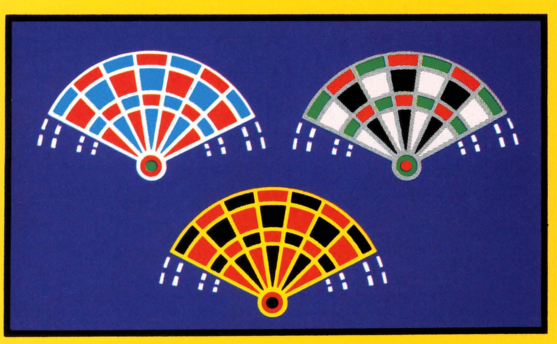

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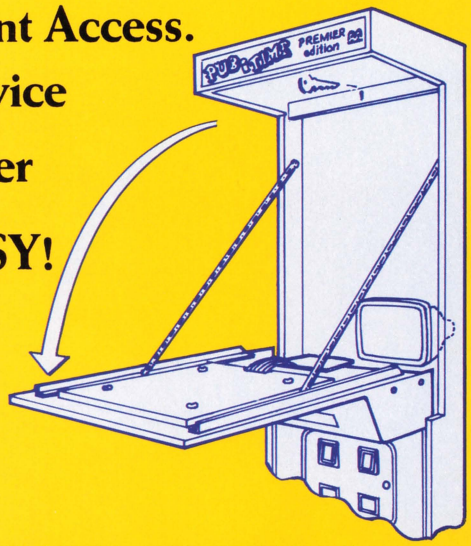

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TEN YEARS AGO

In the March 1978 issue, Play Meter announced its plans for an industry trade show to be held in the spring. The show was still two years away, the first one was held in New Orleans in 1980. Play Meter felt that in its unique position as a disseminator of practical information for operators, it could provide operators with the most comprehensive and challenging seminar series ever offered. Play Meter took suggestions from operators and formed that information into the Amusement Operators Expo (AOE).

Play Meter ran a feature entitled Witch Hunts, Head Hunts, Here Comes The Times! about an undercover operation conducted by the Chicago Sun-Times newspaper. A bar called the Mirage was opened by the Chicago Sun-Times and the Better Government Association to uncover corrupt business practices in the tavern business. "The news stories which resulted from their investigation of the coin industry were, as it turned out, mirages themselves; for many of the facts they reported weren't real either," noted the story. The Sun-Times reported that "lawlessness is the general rule in the coin machine industry."

Atari's western theme meeting.

Atari held its fourth annual distributors meeting. Distributors visited Nolan Bushnell's mansion for a western theme party. Here are some pictures we just couldn't resist reprinting--the first time was 10 years ago. Recognize everyone?

In March 1978, Play Meter focused on women in the industry Leoma Ballard (who would later become AMOA's first woman president) offered this advice to women considering joining the industry, "Run!" The article by Gene Beley began, "Like a grizzly bear yawning after coming out of a long winter's hibernation, some men in the coin-op industry are just learning women can talk intelligently about this business." Millie McCarthy, Catskills Amusements said, "There are no obstacles for women who want to work hard." Yes, I like her confidence!

Play Meter featured a Coin "woman" interview with Martha Foshee, owner of Sabine Novelty Co. in Louisiana. When she started in the business in 1960, she said that many machines could be fixed with a pair of pliers and a hairpin (that's a woman's touch!) She added that she believes a woman can do anything she sets her mind to.

Ten years ago, Play Meter reported on the first annual Bally Super Shooter tournament. A dozen states were represented; Ken Lunceford was the winner. Walter Payton, of football fame, was photographed trying his luck (skill) on one of the machines.

New Products introduced 10 years ago included: Atari's Tournament Table, a cocktail table which allowed up to four players to choose from twelve different games, and *Sky Raider*; Playmatic's four-player pin, *Big Town*; Midway's *Extra Inning* and *Clowns*; Gottlieb's *Strange World*, a single player electromechanical flipper; and *Sinbad*, a four-player solid state pinball; Stern Electronics' *Stars*; Williams' *Lucky Seven*, a pinball with some innovations; and Bally's *Mati Hari*, a four-player flipper.

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It was a reallllllllly big show!

A total of nearly 4,400 registrants for ACME '88 was even better turnout than expected by show sponsors Play Meter Magazine and AAMA. Held in Reno in March, ACME was the first show to be held in the western United States. National coin-op trade shows have traditionally been held in Chicago or New Orleans, both ideal sites for the show. However, in a break from tradition, ACME sponsors felt it was time to move west and it turned out to be a successful strategy. Exhibitors agreed that there were some new faces along with familiar ones at the show.

Operators from the west were pleased to have the show in their territory, and attendance was much higher from the west coast. One California operator said, "I haven't been to one of the shows before because I wasn't sure what it was all about and I didn't think I could justify the trip east. However, this show has given me the opportunity to experience a show and I know that I will go next year wherever it is held."

Another operator raved about the show and the hotel, "I was so pleased with the show and Bally's was a gracious host. It just proves that there is a need for a west coast show." This was from an operator in Minnesota! There were many other comments and compliments about the hotel; the rooms were reasonable, the food was not expensive, the employees were cheerful and cooperative. Other operators liked the fact that people didn't scatter throughout the city after the show. "It seemed like everyone stayed around the hotel and I liked talking with everyone. It doesn't seem to be like that anywhere else."

Because of the response from both attendees and exhibitors, the show committee voted to have the show once again in Reno in 1989. "It was a tough decision," commented show committee member Valerie Cognevich, "but with a show like this one, it seemed ridiculous not to have it in Reno once again. I think we'll get many operators who didn't go this year but have heard how good the show was. New Orleans was the other option so it will probably be there in the future. We had a lot of people wanting it back in that festive city."

But for all the glamour, glitter, and gambling of Reno, the biggest little city in the world, the purpose of the show was to highlight new equipment, provide meaningful educational seminars for operators, and talk with customers. ACME '88 did a super job in all areas. Todd Erickson, a seminar speaker and a rather outspoken operator said, "The hit of the show was not a game; it was the operators. Their attitude was something to be proud of. They were conducting themselves the way I would like to see operators be--professional businessmen."

And, of course, everyone is waiting anxiously to find out just what equipment will outshine all the rest. Now that it's been several weeks since the show, it may be simpler to discuss some of the games that have been excelling since then. But our favorite wasn't a game; it was a cabinet. Dynamo introduced a cabinet that may have more of an impact on the industry than any single game. The *System 25* features a 25-inch monitor, durable material, and a drawer that slides out to install a board. Operators were pleased that they would be able to install some of the exceptional kits in a cabinet worthy of their time and effort. Dynamo plans to offer the cabinet in several variations. Appropriately enough, it was shown with Sega's *Shinobi*, a kit that is still pulling in the money. Operators made it quite clear during one of the seminars that they were not satisfied with the cabinets they've been forced to buy on some of the top dedicated games lately.

We don't plan to give a detailed diatribe about every game shown, but you can find a description and picture of the games shown at ACME in our Buyer's Guide section in this issue.

One thing stood out and that was the number of arcade pieces being shown. It may have been fortuitous because the number of arcade operators attending the show rose nearly 35 percent from last year. But, street operators were searching for pieces to suit their needs. Companies like Romstar offered something for everyone with *Ninja Warriors*, a dedicated, triple monitor game; *Kageki*, a sumo boxing kit; and *Thundercade*, a two-player motorcycle kit.

Atari offered *Galaga 88* as a kit or dedicated; *Vindicators* and *Final Lap*, dedicated arcade games. Konami's *Top Gun*, for Nintendo's VS system looks promising and *Haunted Castle*, a single player kit, drew its share of "I think I'll try it" from operators. *Super Contra* is doing pretty well.

Some other games that deserve to be singled out include Capcom's *Beer Frame Bowling* which the company has renamed

"It seemed like everyone stayed around the hotel and I liked talking with everyone. It doesn't seem to be like that anywhere else."

Capcom Bowl to make it more appropriate for family-type locations. *Heavy Barrel* by Data East, a dedicated two-player, is already outearning some of the top games, according to several operators. Williams just can't seem to do anything wrong and proved it again with *Cyclone*. Though its *F-14* of the previous year did not last, operators were eager to try this new pinball. *TX-Sector*, the latest pin from Premier, looks very good and *Blackwater 100*, a motocross-themed pin from Bally may draw players. Data East's pin *Secret Service* is flashy and loaded with targets.

Leland Corp. has really made its presence felt in its short life and operators raved over offerings like *Arcadia Golf*; *Viper*, a sit down kit for *Danger Zone* or a dedicated piece; and *Strike Zone*, a follow-up to *Double Play* available as a kit or dedicated.

Operators enjoyed arcade rifle games from Sega (*BullsEye*) and Taito (*Top Shooter*). Gremlin reappeared with its specialty--wall games. This time its *Grand Slam Baseball* and *Skeet Shoot*. Sega also had *Thunder Blade*, an upright or sit down helicopter war game.

One of the real surprises turned out to be Tecmo's *Silk Worm*, a horizontal kit with a war theme. Operators are already touting large collections. Looks like Tecmo has a winner. And SNK scored well with its *Fighting Golf*, a horizontal kit that's been slightly delayed in shipping, to the distress of operators who are wanting it *real* bad!

Sports games, such as basketball and football, dominated the floor. Last year there were just a few companies making basketball games, this year that number was up to around 12. Gene Cramm of ShowBiz Pizza, which uses basketball games in most of its locations, said, "I hate to see people buying some of these basketball games. There is no service or parts back-up. I would caution anyone looking to invest in one of the basketball games to compare critically the construction, the availablity of parts, and what kind of back up the company offers."

Along with basketball, there were a couple of football games. Konami's *Pro Quarterback* and *Pro Passer* by U.S. Games. Both would compliment any location with a basketball game. And, of course, both of these football games are from companies we all know and trust.

Much overlooked in the past, but always well-represented at the shows, were video poker games, displayed at ACME by Grayhound Electronics, Kramer Manufacturing, and Merit Industries, At the Grayhound booth, operators enjoyed *Casino Games, Super Poker,* and *Atlantic City*, in addition to other Grayhound card games and novelty uprights like *The Big Joke*. Kramer exhibited *Draw Poker, High Speed Bonus* and *Jackpot Bonus* along with other similar product. Merit highlighted *Riviera Hi Score* and its follow-up to the original *Pit Boss* with *Pit Boss II*, a ten games in one cabinet unit.

Jukebox exhibits were clearly influenced by the look of the vintage 40's jukeboxes that raised jukebox design to an artform. Seeburg Corp., the CD only music manufacturer, showed its *Classic* all compact disc jukebox with eye-catching bubbles and wood custom-made cabinet along with its *Laser Music* CD unit. Wurlitzer exhibited *One More Time*, a recreation of its model *1015*, and the new *SL 950* 200-selection unit. NSM-Lions showcased the new *Laser City* compact disc jukebox and samples from a line that includes *City IV, Concert 240 III* and *Galaxy 200*. Rowe displayed its *45/CD Combo* with a horizontal surface design and *R92V Video Jukebox* with large 25-inch color monitor and 40 video selections. Rock-Ola introduced the David Rock-Ola signature model *496* available in 45 rpm only or compact disc/45 phonograph plus its *Nostalgia*. Videobox Networks exhibited *Videobox*, that features up to 1,000 selections.

Little tikes were attracted to Mayoni's new *Ziggy* egg vendor, Kramer's *Dinoclaw* crane-styled vending unit, Johnston Products' *Silver Dollar Saloon* target game with prize dispenser, Meltec's *Knock Down*, and Alter Enterprises' *Splash Guns* that literally splashed water on passersby, all in the name of good, clean fun.

In the recent past cranes have occupied a great deal of floor space, but this year only six manufacturers were represented. Plush, however, topped an all time high in floor space with 18 companies displaying prizes in the soft goods and hard goods categories for cranes and rotaries.

Novelty equipment included entries from newcomers like Redstone Corp. with its *Funny Fone* in standard and economy model (*Joke Boy*) that supply humor in many categories and occupies a scant amount of space. Troy M Enterprises displayed its *Super Ball* bowler to the delight of all ages. Vari Tech exhibited its *Dip Bowler, Hot Shots* basketball game, *Mr Six Gun*, and *Pop Gun*. Veteran Atari entered the redemption market with an appealing novelty gun game, *Pot Shot* that develops shooting skills and gives numerous options for prize offerings.

Communidyne showed its *Breath Analyzer* and other countertops like the *Love Analyzer* that are ideal for locations with space concerns. The *Breath Analyzer* has received much press of late for its significance to tavern locations seeking to obtain reduced insurance premiums by providing patrons the service of breath testing on the spot.

ACME saw a well rounded supply of equipment and probably marks the first show at which the burning question was not, "What's the hottest video?" Redemption games and basketball games were all over, and really, on every aisle there was something of interest.

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Diane & Bob Taggart (BND Video Vending) watch Jim Russell (Russell Vending) try Sega's *ThunderBlade.*

Damon Paramore (l) and Bill Rickett show off Dynamo's new cabinet to Jim Roberts, Bill Mosely, and John Blouin.

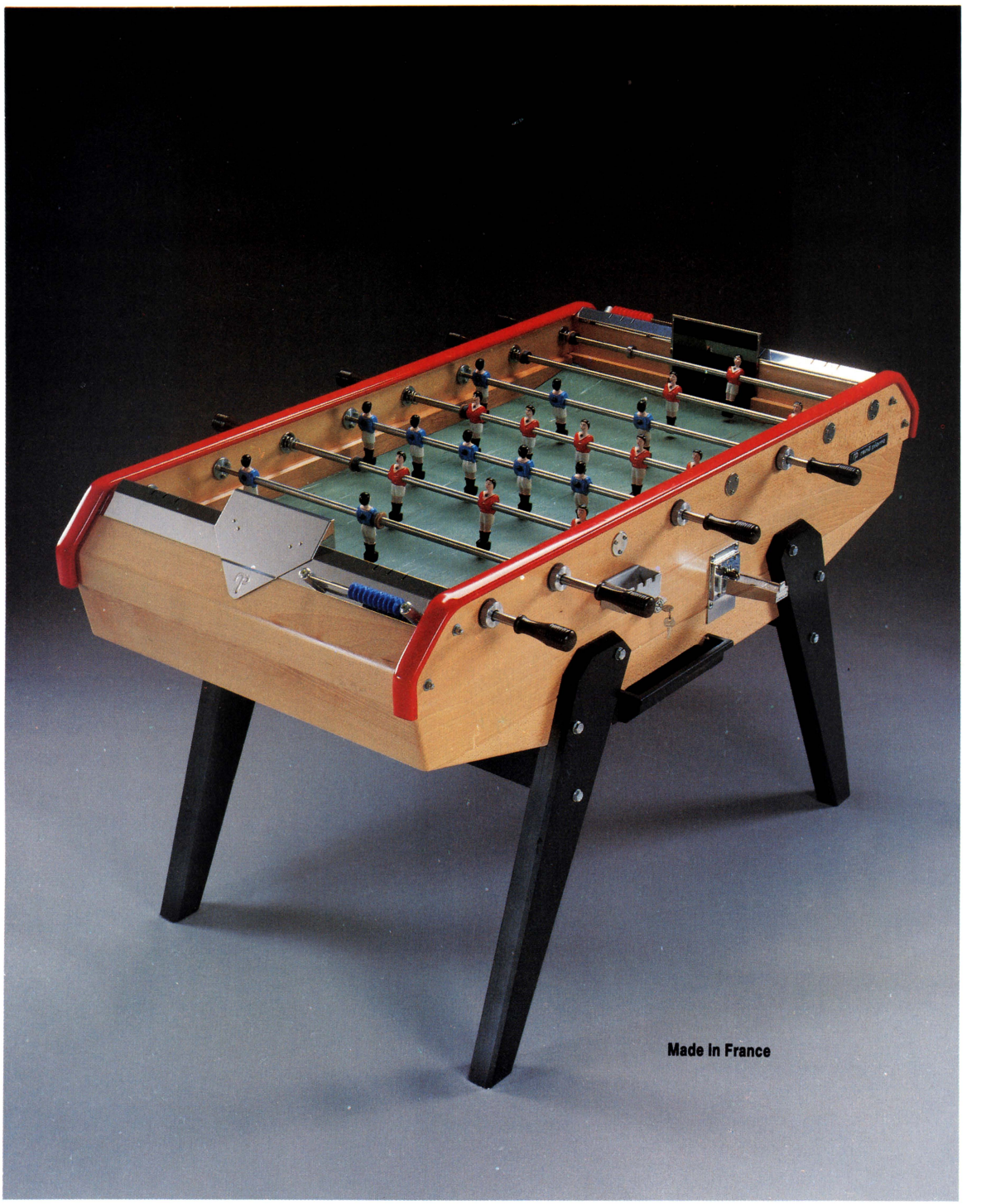
From Left: Karl Fedder, Joe Peck (Amazing Games) and Jako Krushnisky (Int'l Lazer Games).

Tecmo's Ken Nakata (l) discusses *Silk Worm* with Janice Hoyt and Robert Leitgeb.

Troy M's Jim Lee (l) and Rich Moniz (r) with John Werner of Bally's Aladdin's Castle and *Super Ball.*

Mike Silverstein (c) of P.M.I. Toys and Novelties with Scott and Jackie Nantz of Toy House.

renē pierre FOOSBALL COMPETITION 2000



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From left: Mark Struhs, Mitchell and Harold Kaufman by *Dynamo Air Hockey.*

Larry Lorenz (r) of Cummins Allison and Arnold Tucker of Ralph's Automatic, Ontario.

Don & Lisa Lambert of Lone Star Pastime enjoy Grayhound's Casino Games.

Nichibutsu's Terry Turpin and Terry Quinn of Campus Amusements by *Terra Force.*

Stan Pearson (l) of A-1 Products, with Bryan Kinzinger of Owl Darts, and Karl Hilbrecht of GMD Vending.

A crowd gathers around *Pot Shot* by Atari.

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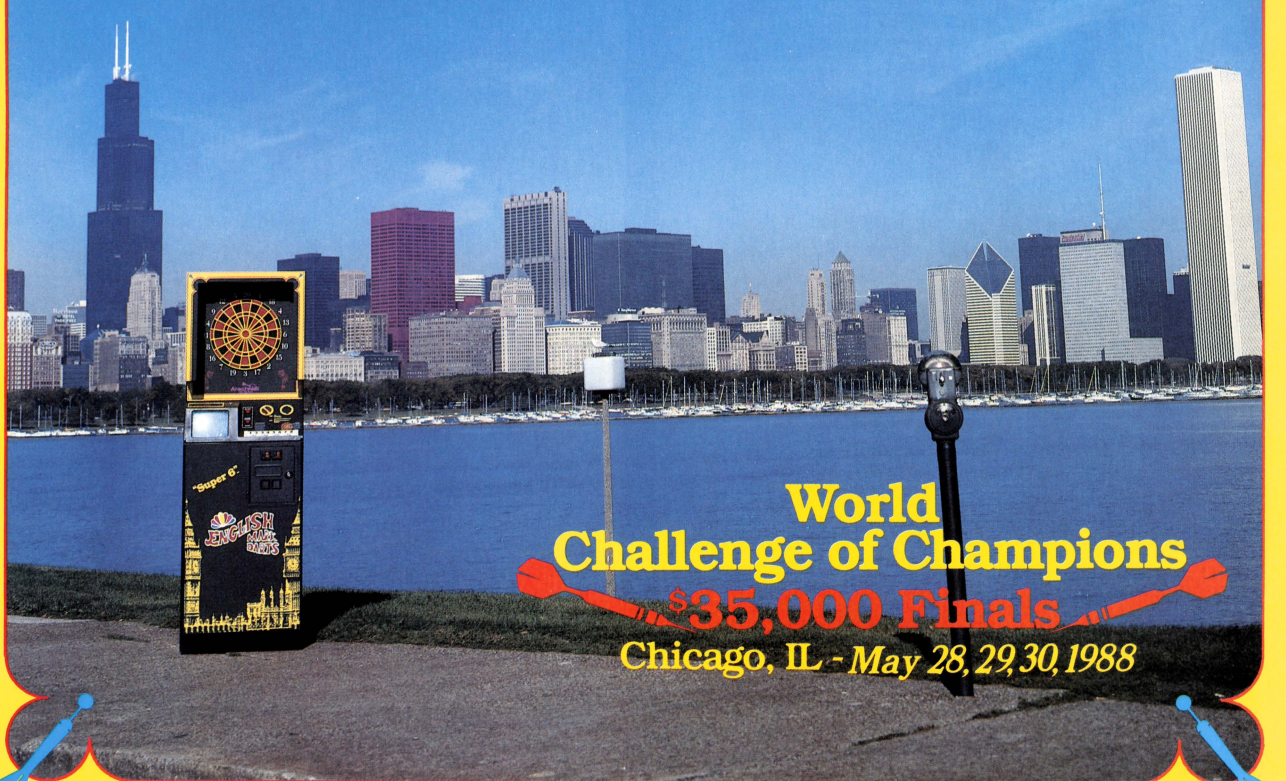

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$35,000 Finals

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Arachnid INC

Bob Graves (c) of WICO welcomes a group of operators.

Peter Thibodeau and Stan Slaton of Intellicall.

Frank Minnella (c) of Baton Security talks with Don Barfield (l) and Don Brown of Texas Amusement Games.

A bank of *Cyclone* pins by Williams drew good reviews.

L to R: Dan Riquier, Tom Riquier, Tom Siemieniec of Seeburg, and Mike Riquier. The Riquier's are from T & M Distributing.

Charlie Caplan (l) and Jerry Spiegelman of Birmingham.

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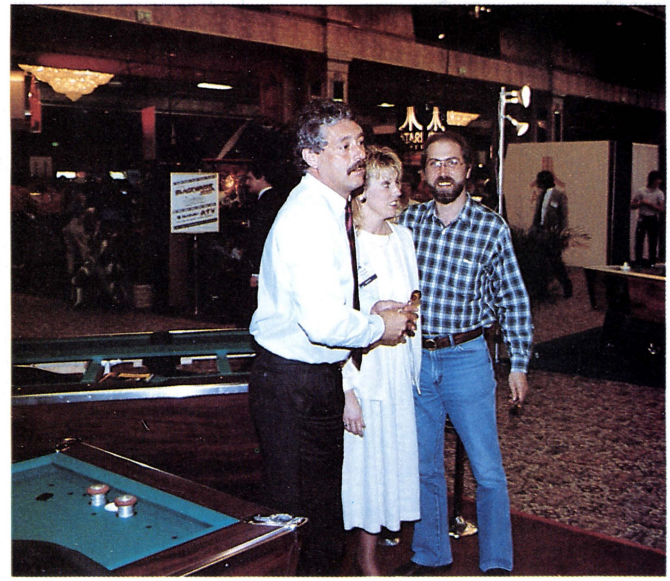
Linda Fernandez of Fun Factory and John Minkove of Ace Novelty.

Michel & Leah (with Brian Duke) loved Capcom's *Beer Frame Bowling.*

AGE's Jim Dount, Hal Watner, and Spanky McFarland with Russell Cognevich.



NSM's Ulli Kunnecke (l) with Valley's Melody Sutkowi and Bill Nemgar (Salmon River Amusements) try Valley *Cougar Darts.*

Felicia and Joe Peters of Wildcat Chemical take a short break.

ThunderBlade drew tremendous crowds.

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Mark Rasnow (l) and Arnold Blenner of Dan Brechner.

NSM's Russ Strahan and Michael Sengelman of NSM-Loewen West Germany, by the new *Laser City.*

At Lil' Mort Sales are, l to r: Nate and Adeline Pokoik, Armand Glenn, and Troy Hubbard.

Vari-Tech's Tom Kane (l) and Dale Burgener of Wilson Amusement Centers discuss *Hot Shot.*

Anthony Geraci (r) of Marvel Trading with Rich Kardoos of Land of Oz.

At the Showcase booth Ron Yaffe (l) welcomes John and Vera Weddle of ABC Amusement.

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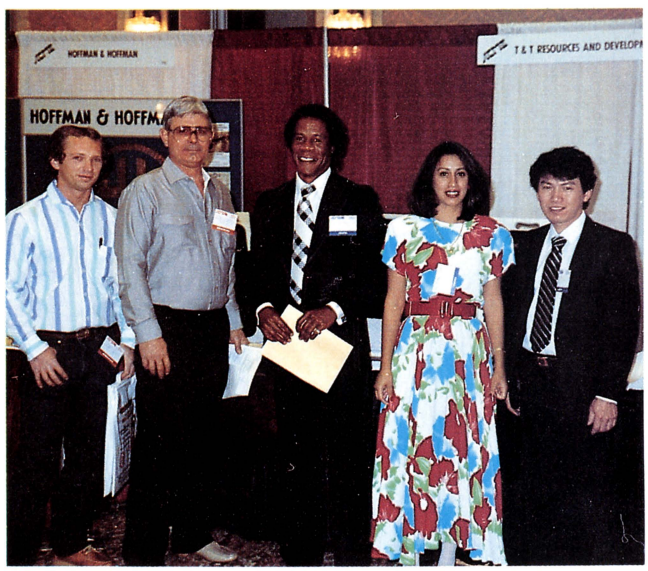
Ira Erstling of HMS Monaco (r), greets Jim Ruzicka of J & R Amusement.

Mick White of Tornado Table Soccer.

Reno showgirl with admirers, standing l to r: Gil Pollock, Bob Mueller, Frank Ballouz, Bob Lloyd, and Steve Kaufman. Kneeling: Bill Cravens and Steve Koeningsberg.



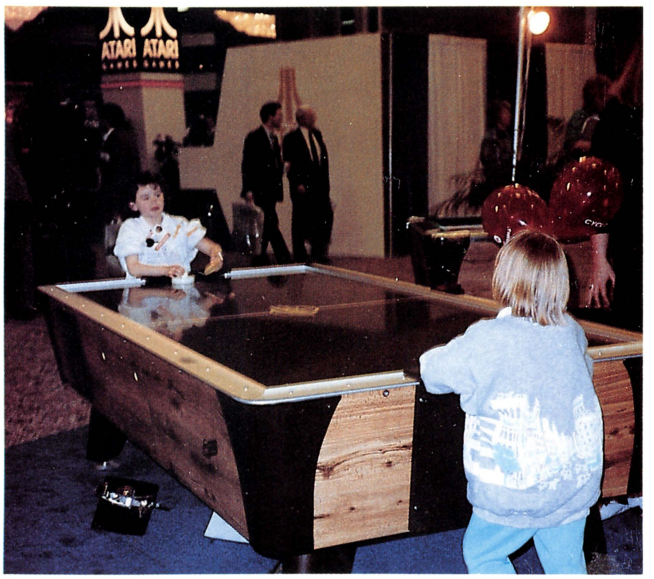
L to R: Mark Wear and Bob Tanning of Amusement Games Distributing, join David Thomas and Juanita and Victor Tank of T & T Resources

Deep in thought are l to r: Paul Jacobs, Jane Cavanagh, and Francois Robineau.

Jack Kelly (l) and Rich Cremer (c) of Acme Premium with Jonathan Jensen of Maroni Enterprises.

1 to r: Jim Patla, Jim Belt, and Greg McKay.

Sol Lipkin (l) of American Shuffleboard greets the Bettleman family.



Dynamo Air Hockey was fun for all.

Johnston Products' Mel LaForce with Bill Agostino of Gold Mine Vending.

Ed Velasquez (l) and Don Hesch of Illinois with GameMasters' Doug Connor (r).

Brad Brown (r) of United Amusements and Steve McCaul of Ryan Amusements enjoy *Quarterback.*

From Canada Jerry and Hazel Janda with their kids Azure, and Stephanie and brother Paul's kids Tracy and Tiffany.

A family shot of Albina and Mel McKuen and son John (c).

Marcel and Maria Cyr of Amuseco, Montreal, Canada.

Jim and Terri Russell of Russell Vending & Amusements inspect the Seeburg *Laser Music Classic* CD jukebox.

Lou Capetta (l) of Bonita Marie with Gaylord Merrill of Gay's Music Co.

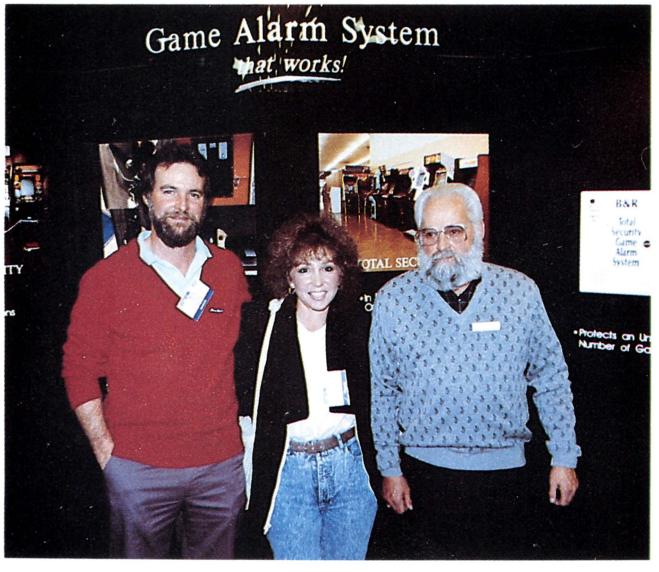
Betson's Art Warner (l) with Bob Haim of Belam.

Taking a break are, l to r: Bob Fay, Donald Barnes, and Frank Ballouz.

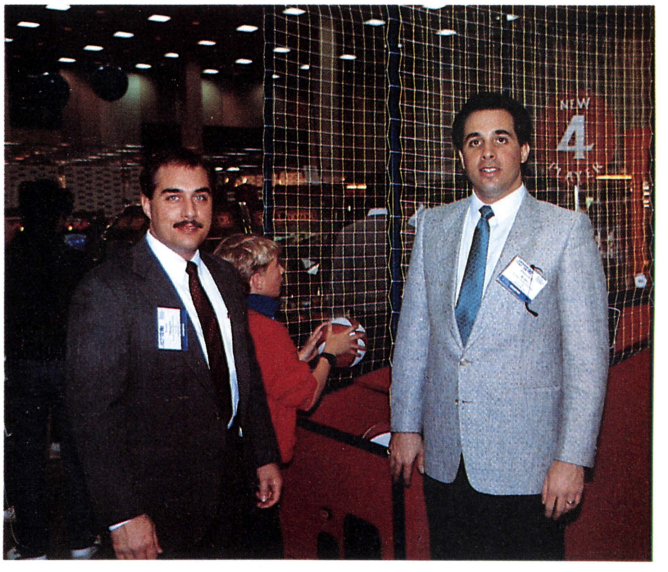
Alan Schafer (l) of Valley and George Kane of Kane Amusement & Distributing.

From left, Joe Brown, Barry Feinblatt, and David Hankin discuss the show.

Atari's Linda Benzler (r) and Gaylord Merrill (Gay's Music).



Bud McChesney (r) greets Ron and Alana Carver at Total Security Game Alarms.



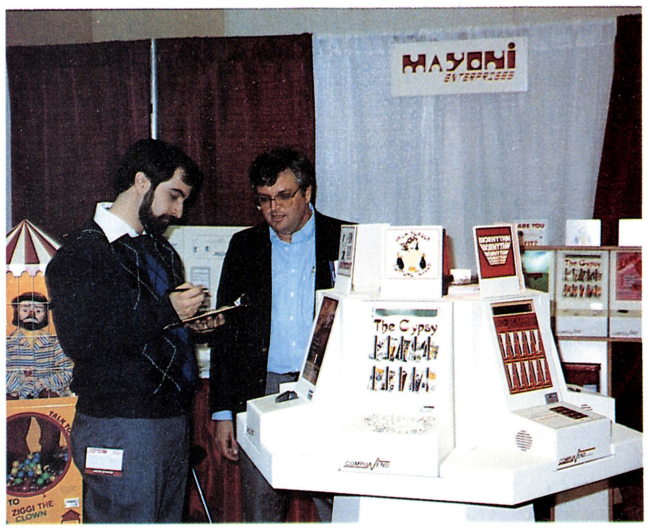
Tony Shupin (l) and David Katz of Kramer by *Superstar Basketball.*

Yee Wong (l) and Gene Peacosh of Ralph's Automatic, Canada.

A little "body english" helps with basketball games.

Mike McWilliams of General Leisure with son Daniel.

Exidy's Virginia Kaufman (r), son Jeff and his girlfriend Caron Callendar.



David Ingenito of Cache Creek Indian Bingo checks Mayoni products with Isaac Ben Yehuda.

Colorado Game Exchange's Rich Babich (l) and Jim Frey of Brady.

Lonnie Lewis (r) with Spanky McFarland.

Bobby and Debbie Bayless of Computer Games.

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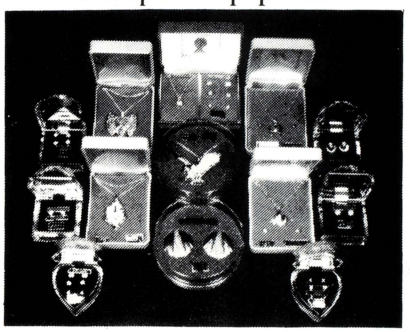

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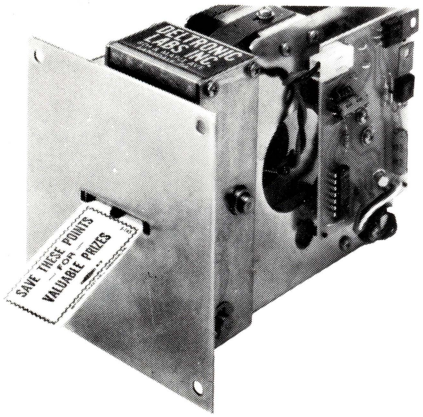

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At Videobox Networks l to r: Joe Udoni, Daniel Brown, L. W. Norjean, Paul Bauer, Justin Korn, and Joe Perlman.

Tonya Woody and Pete Thomson of Video Connection with Richard Rock (r) of World Games.

Clowns were a hit at the Williams booth.

Ronald & Chad Sesvold of Mainstreet Video Arcade with Michael Hoffman (r).

Pat Walton with niece Amanda (Steve's daughter).

Ray Hibargar of Hanson (c) with David Rubinstein and Mort Ansky (r) of Merit.

Atari's Mike Taylor (c) with Brady's Blair Norris and Tom Keil (r).

George Karis (r) of Coin Amusement with Jerry and Sue Monday of Century, Inc.

Donald LeMoine (l) of ICI joins Roger Gerber of Communidyne with the *Breath Analyzer.*

At Romstar, l to r: Joyce Kahler, Harvey Weingarten, Tim Jackson, and Jay Waldman.

Altec's Bobby Brown (r) with operator George Spears.

Mark Blume by the Superior Toy booth with Dorothy Volaski.

Peter Kalendra (l) and Robert Campagna of Leisure & Allied Industries, Australia enjoyed Betson's *Action Claw.*

Art Warner (l) demonstrates Betson's *Lotto Fun* to Tim Lyman.

A little leaguer tries Doyle's newest sports game, ***Bullpen.***

Bob Powell (c) of Redstone shows *Funny Fone* to Cathy Riedel of T & T Entertainment and Tom Mooney of T & T Vending.

Paul Virgadamo and Richard Holly with a gorgeous showgirl.

Atari's Mary Fujihara (r) welcomes Laura and Troy Folkner of Fantasy Faire Amusements.

From left: Todd Peterson, Mike Sappington, and James Peterson of *Streak-Shooter.*

Admiring the Wurlitzer *SL900* (l to r) Jim LaRoux of Atlas Distributing, Roger Harvey of S & M Sales & Service, and Jerry Reeves.

Don Cress (l) and Larry Donovan (c) of Recreation Services with Phil Steinberg of Rosette.

Bill Brennan (l) and Gene Maule (r) of Kemco Distributing with "Rock Ola George".

Leland's Dan Viescas by *Quarterback* and life like John Elway.

From left: Bob Rondeau, Frank Ballouz, Wally Bohrer, and Steve Leiberman.

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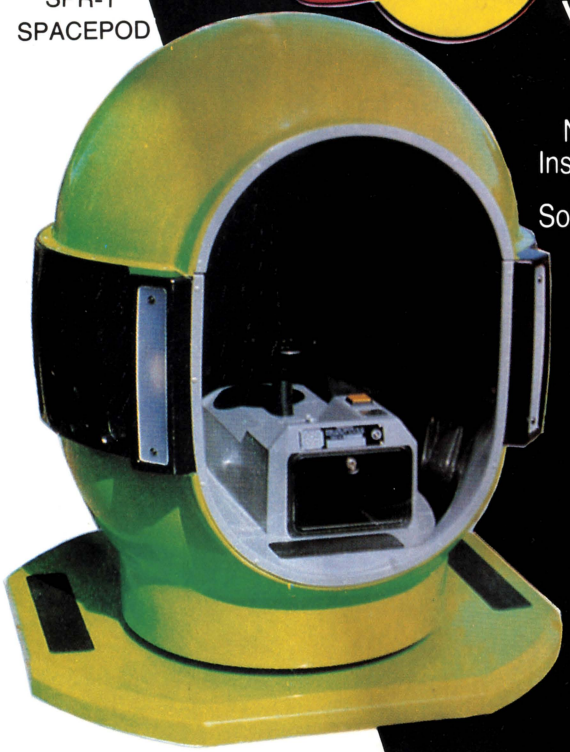

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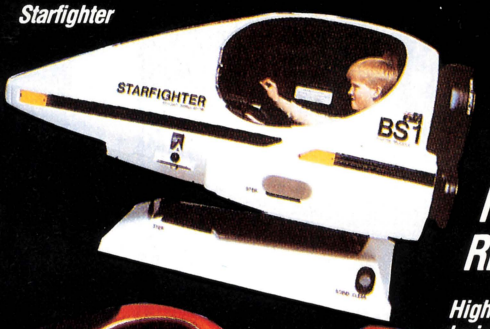
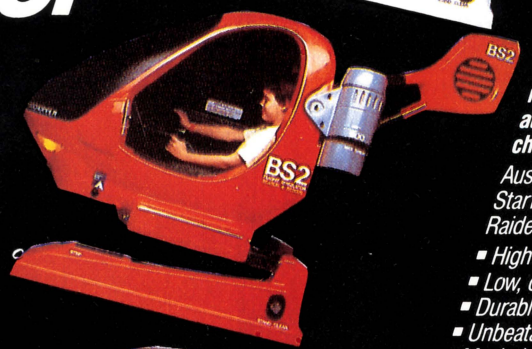


Turbochopper



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ACME seminars highlight show

Once again operators were treated to a diverse array of topics to help them in their businesses. Randy Fromm and Charles Ross, two exceptional seminar speakers from AOE days returned to ACME. Fromm's technical topics included courses on digital multimeters and monitors. Ross revived his successful seminar on profit analysis and cash flow management for the operator.

Fred Collins of Collins Music Co., South Carolina, outlined the basics for a solid location contract. Collins had just recently won a case in which a location broke the contract so he was speaking from experience.

Jeff Rosenthal, an operator and an accountant, highlighted computerizing your business and tax tips. The new tax laws have everyone scratching their heads so Rosenthal pointed out some of the ones that will affect our industry. Frank Seninsky, besides writing for Play Meter has become an expert seminar speaker. His topic, was how today's operators can run a more profitable business, drew a standing room only crowd. Frank will be speaking at several state shows this year so make a point to sit in on his seminars any time you have a chance.

A panel of manufacturers, distributors, and operators took questions from the audience. The firing line gives operators a chance to vent some frustrations or have an important industry issue addressed by those who are involved. This year's topic was the right, moral or legal, of manufacturers to sell dedicated games when they are available everywhere else as kits. Of course, this is an issue that has been taken up by Bill Beckham of Red Baron Amusements and will be answered in court.

Other operators voiced their concerns over the proliferation of home games. Frank Ballouz of Nintendo took over on that one and explained that Nintendo was still very much in the coin-op business as well as the leader in the home arena. Nintendo has been a trustworthy manufacturer and holds the respect of operators all over the country.

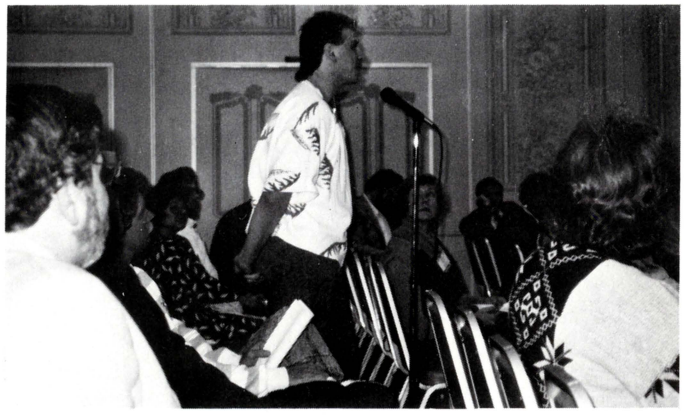
The copyright and trademark update seminar, unfortunately, was rather one-sided. Attorney for AAMA, Don Barnes, and state attorney, John Martin, talked in detail about the copyright laws and how they could conceivably apply to parallel imports. Bill Gonzalez of the custom's service explained that department's position on parallels by stating that the service would, in fact, stop parallel boards. Bob Fay restated the position of AAMA which he has done at many state shows and other trade shows.

The jukebox: past, present, and future addressed current issues such as the Berne Convention, 45s versus CD's, and general tips on operating jukeboxes from Tony Parina, a large operator in California.

Attendees wait for the copyright enforcement seminar to begin.

California operator Dale Moore asks questions of the firing line panel.

After the Jukebox: Past, Present, and Future seminar Lloyd Simon, Paul Bauer, and Justin Korn of Videobox Networks talk with panel member Tony Parina of Automatic Merchandising.



California operator Dale Moore asks questions of the firing line panel.

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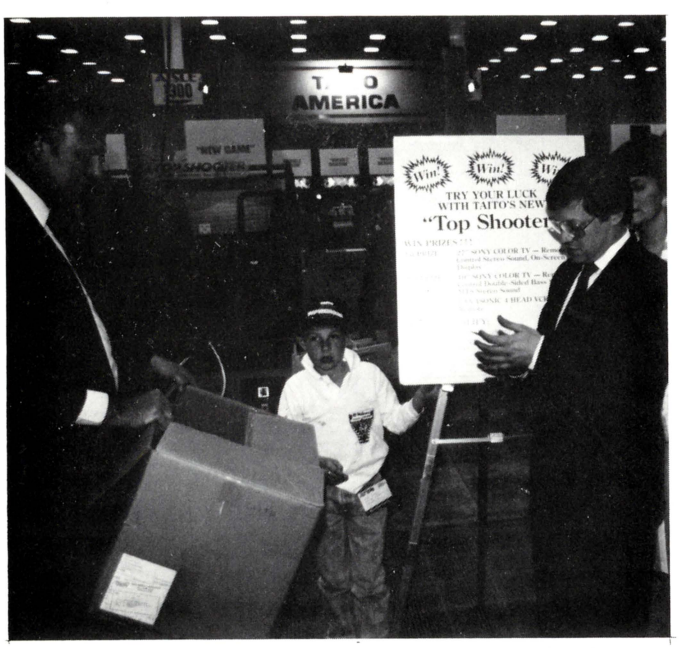
AWARDS & DRAWINGS

Drawings

During ACME, many companies offer their customers a chance to win a prize or take the opportunity to honor outstanding companies. This year was no exception. Taito gave away television sets to Brian Klein and Cindy Urcan and a VCR to Donna Craft; Prizes! drew Ron Gibson's name for a 144-piece Easter assortment of plush and also gave away 24 Pound Puppies; Mary Jones was the winner at Bally when she won an ATV; and Rowe drew a lucky winner for an *R92 Combo Jukebox* won by Bob Green of Dixie Music Co.. The biggest winner during the show was Illinois operator Phil Burnstein who held the lucky ticket when AAMA gave away a Jaguar. Sega gave away casino chips to players of its game *Bulls Eye* who shot the most bullseyes.

From left: AAMA's David Weaver, Amanda Walton, Taito's Ben Rochetti (who sold the winning ticket) and Capcom's Bill Cravens.



Jim Miskell draws a lucky ticket at Taito's booth.

Rowe's Jerry Gordon draws winning ticket as Joel Friedman and Jerry Hejtmanek look on.

Sega's Frank Rothauser (l) with two chip winners Bob Havey ($100 chip) and Dan Riquier ($1 chip).

Play Meter awards for excellence

On its annual state of the industry survey, Play Meter magazine asked operators all over the country to name the manufacturers who have excelled in service, quality, and innovation over the past year. During the cocktail party for everyone attending ACME, Play Meter editor Valerie Cognevich and publisher Carol Lally presented plaques to the companies chosen by operators. Romstar received the award for conversions, Sega for video games, Williams for pinball, and Valley for other equipment. Cognevich said, "It is an honor for us to present these awards because it truly reflects the operators choice. I hope that all operators will cast their ballot next year. We will once again present our Play Meter Awards of Excellence based on operator opinion."

Play Meter's Carol Lally (l) and Valerie Cognevich presented awards to (from left) Emil Marcett of Valley, Tim Jackson of Romstar, Frank Rothauser of Sega, and Ken Fedesna of Williams.

Rosen honored

Sega's David Rosen was honored at the annual AAMA charity foundation banquet at ACME '88. While stationed in Tokyo during the late forties and early fifties, Dave fell in love with the Japanese culture. He also fell in love with a Japanese girl, Masako, and they married in 1954. He credits her for the major role she played in his business in Japan coaching and influencing him.

Having made Japan his home, he recalled his youth and his love for coin-operated amusement machines. Since there were none in Japan at that time he felt he had found his niche. He went to the United States to secure distributors like C.A. Robinson, Al Simon, and Cleveland Coin. For two years Dave's company, Rosen Enterprises, held a virtual monopoly on the new form of entertainment.

By the mid-sixties, Rosen felt there was a need to provide the Japanese player with newer and more exciting games so he approached some other key players in the operating business in Japan, Dick Stewart, Marty Bromley, Scott Dotterer, and Ray Lemaire. Together they formed a company named for "service" and "games" called Sega. Sega's first game, designed by Dave Rosen, was called *Periscope*.

Sega expanded tremendously, opened an office in the U.S., bought other companies and Dave moved from Japan to the U.S. However, with all of its success, Dave sensed an urgency in the industry; it was losing sight of the true economics. Dave felt as a manufacturer he was an ally of the operator and presented a concept in 1981 he felt would lessen the burden of excessive equipment purchases for the operator. The convert-a-game system was ahead of its time. Operators claimed it would never fly because things were just too good in the industry. Just a few short years later, they would realize that Dave Rosen was right.

Milton Berle provided hilarious entertainment at the banquet.

Dave Rosen thanks his wife Masako for the years they've had together.

WHAT IS THE CURRENT STATE OF THE INDUSTRY?

"Most operators seem to be enjoying a resurgence and revitalization of their routes. They say their profits are higher and that a new group of players is springing up. I feel that the major problem that we will face in the future is the phasing out of our programs by other industries (i.e. convenience stores). It is essential that every operator get involved with his/her customer trade groups."

Cajun cookin' a la Reno

by Valerie Cognevich

I'm from New Orleans and swear to all who will listen that New Orleans has the best Cajun food in the world. However, a chef in Reno's Peppermill hotel restaurant, Frank Kuhn, Jr., managed to create some doubt about where to get the best cajun food!

Si Redd's wife Marilyn planned a dinner party for their dear friend Louis Boasberg, who is from New Orleans, and asked Frank to create the ultimate Cajun meal. Of course, I don't really know if that's what she said but it's sure what he did! Each dish managed to top the one before it. By the time the group left the table, we were promising never to eat again for a month!

New Orleans cuisine is called melting pot cookery, Chef Frank explained to the group. The people prefer hot and spicy foods because it makes them perspire thus lowering body temperature in the hot, humid climate. His seven course meal included a narration of why each particular dish became popular in New Orleans.

My compliments to chef Frank and to Marilyn Redd for the perfect cajun meal, miles away from home!

Andrew Klebanow, executive captain and Ken Caviezel, maitre d' watching the group enjoy the cajun dinner.

The guest of honor, Louis Boasberg (l) with Marilyn and Si Redd.

The Last Supper

by Louis Boasberg

It had nothing to do with the Last Supper from the new testament and the guests were the cream of coin-machine society, not apostles. Yet Marilyn Redd's dinner party was absolutely the last word in planning--food, drink, service, and I have to call it the Last Supper because it will never be equaled. Not since the days of the twelve Caesars has the chef appeared before every course with a most articulate description of each dish, its ingredients and preparation. And you better believe that each course was a culinary masterpiece!

Not being a true southern gentleman like our host Si Redd, I politely rejected the mint juleps offered as an aperitif before dinner selecting instead one or two bottles of special Ferrari-Carano Chardonnay. If you are wondering what was the occasion for this Lavish feast, it was *supposed* to mark the occasion of this writer's retirement as a football handicapper!

Marilyn Redd spent much time, trouble, and expense on this Last Supper but there was method in her madness. She figured that if I gave up selecting football teams for Si, then when Si passes away (if he ever does!) the music played at the funeral will be Serenade to a Wealthy Widow rather

Chef Frank Kuhn, Jr. explains each dish's popularity in New Orleans.

Guests enjoy reading the menu. From left: Arjay's Bob Jones, Valerie Cognevich, Si Redd, and SNK's Paul Jacobs.

than the usual sad funeral dirge. It would also mean that Marilyn would not go directly to the poor house. But I have news for Marilyn, if she ever goes to the poor house it will be in her Rolls Royce and the poor house will be the Trump Tower or the Ritz in Paris.

I have further news for Marilyn that may be distressing--like reports of Mark Twain's death, the story of my retirement has been greatly exaggerated! If Marilyn really wanted to get rid of me as an alleged football expert, she should have added a few drops of cyanide or arsenic to one of the numerous Chateau-Mouton Rothchild or Ferrari-Carano glasses of wine that were served to me.

In closing, let me say that although Marilyn had ulterior motives for planning and hosting the best dinner party many of us have ever attended, I forgive her because to know her is to love her. So perhaps when the autumn madness is upon us and the kick-offs begin, I will take the hint and really retire!

THE ACME FUNNIES

If you're gonna sell 'em you've got to try 'em out first.

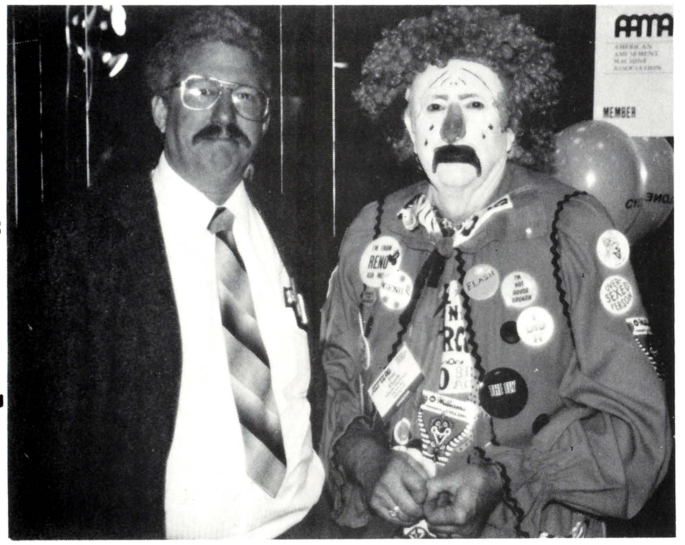
You won how much?

A little too much time spent in game set up?

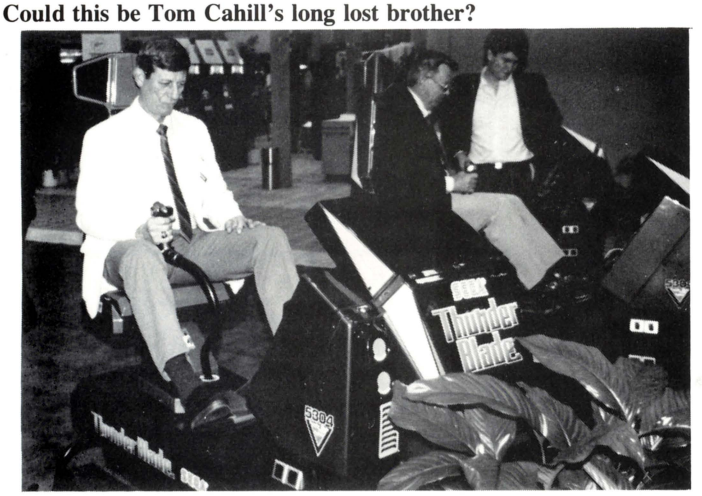
The Art Warner Show with Florence LaRue and The Fifth Dimension as backup.

Is 15 minutes really that long to wait for dinner?

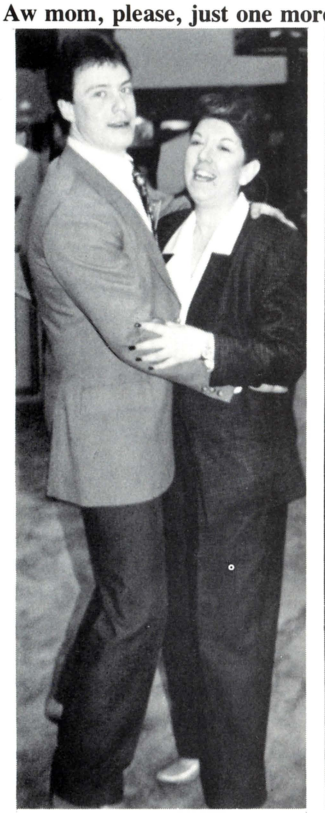
Oh, our aching feet!



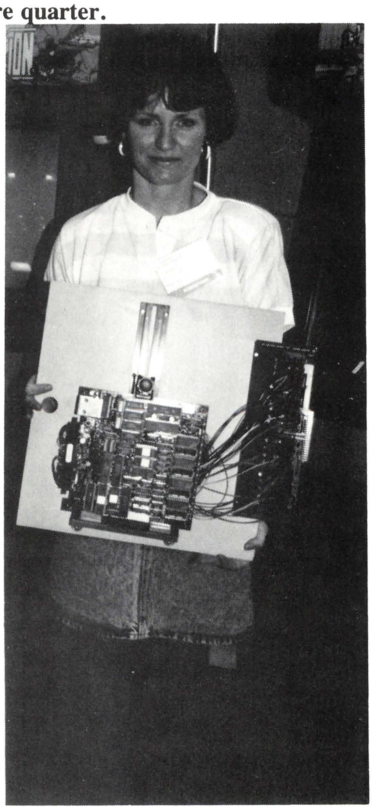
Could this be Tom Cahill's long lost brother?



Aw mom, please, just one more quarter.



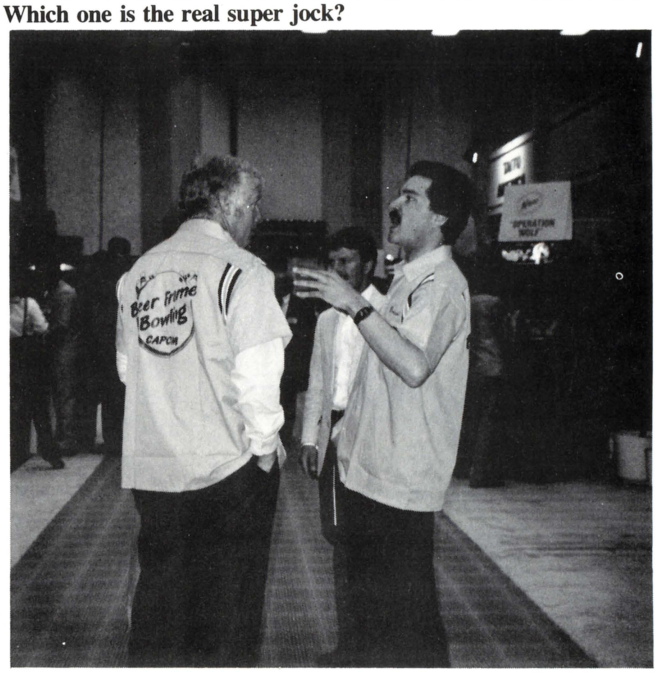
East meets East when Konami and Data East dance to the ACME beat.



But honey, when I said I wanted chips I meant diamonds!

What was that showgirl's number?

Which one is the real super jock?



And then she said . . .

NEWS

This picture represents a sincere message to an industry we all cherish: From left: Carol Lally, publisher of Play Meter; Eddie Adlum, publisher of Replay; Valerie Cognevich, editor of Play Meter; and Marcus Webb, editor of RePlay. "If we can get together, can't we all get together to promote a wonderful industry that shouldn't be torn apart from within. There are too many outside forces trying their best to do it for us. We must stand united."

Kogos joins Play Meter

Ron Kogos has joined the staff of Play Meter as the new advertising manager. Jim Miller, who previously held the position, left to take a job back in the oil industry where he came from. He gave his resignation shortly before the ACME show.

Ron Kogos

Ron has eight years of experience in sales with Papert companies, a national newspaper rep firm. He served as ad director for weekly publications in New Orleans. He has also held other sales positions in his career.

Valerie Cognevich, editor of Play Meter, said, "Of course, we were surprised and saddened to lose Jim, but I don't think we could have found anyone better suited for this job than Ron. I hope everyone will make him feel welcome."

Sharpe to Williams

Roger Sharpe, known to Play Meter readers as the author of Critics Corner, has joined Williams Electronics as its director of marketing. Sharpe, who also authored a book called Pinball!, is a pinball wizard in every sense of the word. He could probably be called the industry's number one authority on every phase of pinball.

"I look forward to the challenge of working with the number one company in the field and will hopefully bring to them a new way of promoting the business, not just for Williams but for the industry in general."

And for Play Meter readers who have enjoyed Roger's columns for the past 14 years, he has agreed to continue to submit articles of interest to the industry. Valerie Cognevich, Play Meter editor said, "Roger has been an important part of our publication for many years. I am happy for Roger in his new position and think Williams is very lucky to get him. I don't think there are many people who love pinball the way Roger does."

Roger Sharpe

P.M.I. features summer plush

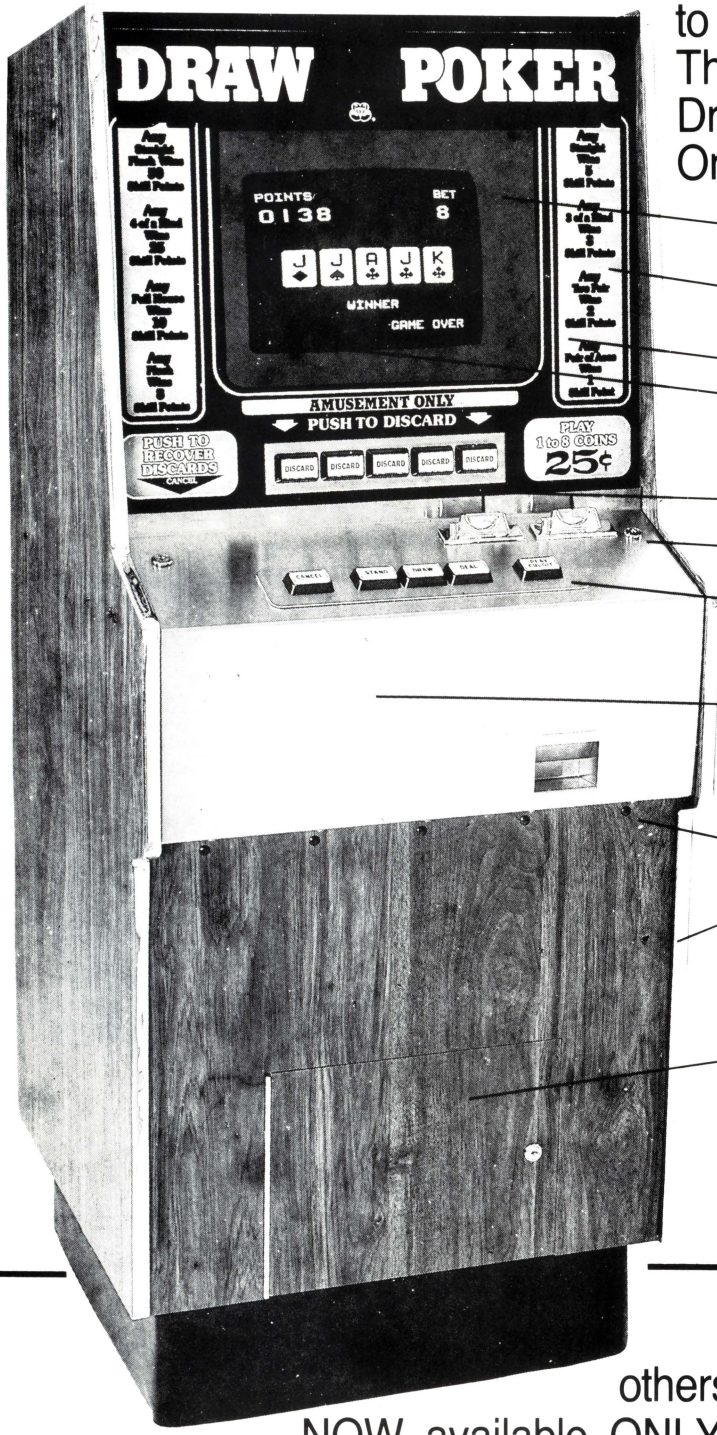
P.M.I. Toys & Novelties offers a unique crane prize for the approaching summer months with a plush canine called the Barbecue Dog, a real hit at the recent ACME.

The Barbecue Dog stands 10.5 inches tall, comes in assorted colors, wears a chef's hat and apron, and will be available in June. The item will be priced at $15 per dozen in packs of 12 dozen.

Mike Silverstein, vice president of

DRAW 80 POKER

While others claim their Poker Games to be the "original," don't be fooled!
There is only one "Original."
Draw 80 Poker...the one and only!
Only by SMS Manufacturing Corporation



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- Enclosed Cash Box

63"HT 160 CM	24" DEEP 61 CM	26" WD. 66 CM	WT. 205 lbs. 93 kgs.

Remember, you can buy a Poker from others, but there is only one Draw 80 Poker NOW available ONLY from SMS Manufacturing Corporation.

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In Minnesota (800) 752-0157 ● TOLL FREE ● Out of State (800) 533-4878

P.M.I., reports that in addition to interest in the new Barbecue Dog, the company ranks among its most popular items the Boy and Girl Mouse, gift quality plush animals 6.5 inches tall. The mice are fully attired; the boy dressed in blue and the girl in a pink lace dress. Also the same size is the Fuzzy Lion, with a fluffy mane, available in assorted colors.

New and different plush is always coming in and Silverstein is happy to offer advice on product selection. Just call P.M.I., 800/451-1204.

AMOA endorses Berne Convention

In a complete about-face, AMOA has withdrawn its opposition to the U.S. joining the Berne Convention. AMOA had actively campaigned against the U.S. adopting the Berne Convention because it would have been disastrous to jukebox operators. However, in endorsing the plan, AMOA has proposed the preservation of the existing compulsory jukebox license fee while adding that there should be great improvements in the licensing system.

The U.S. is one of the only countries that do not belong to the Berne Convention, which is intended to standardize international copyright treatment of literary, musical, and other artistic works performed in a country other than the country where created. A consensus has emerged among most U.S. copyright owners that adherence will lead to greater international protection of U.S. copyrights, increasing payments for sales and performance of U.S. books and music overseas.

AMOA president Wally Bohrer noted that the Berne Convention is not "self--executing" meaning that adherence will not change any U.S. law. He added, "The president and congress must decide what, if any, changes in U.S. law are needed to make our laws compatible with Berne. Adherence will not automatically result in U.S. law being changed to accord with Berne's provisions."

Performing rights societies spokesmen agree with AMOA that the current compulsory license fee is not ideal but to do away with it without something better would be a mistake.

The Half Century Club's first members: (standing from left) Stan Harris, Sol Lipkin, Bob Jones, Si Redd, Joel Kleinman, Hank Tronick, Al Rodstein. (In front from left) Hank Grant, Steve Kordek, and Bob Breither.

Sega promotes three

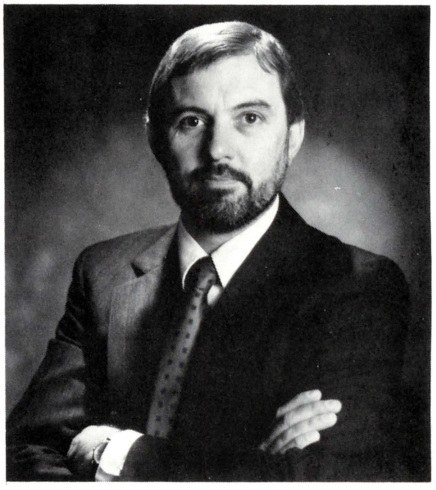
Sega Enterprises, Inc., has promoted three top employees. Tom Petit has been named the new president; Howell Ivy, executive vice president of international manufacturing and production; and Scott Yasuda, executive vice president of finance.

The former president, Gene Lipkin, left the company two years ago and since it has been run by an executive committee made up of Petit, Ivy, and Yasuda. Employees are quick to point out that the day to day running of the company hasn't changed and it's still a great company to work for. Petit noted that the executive committee worked so well that he will still be depending heavily on Yasuda and Ivy.

Sega has been extremely successful since its opening in the U.S. with hits such as *Hang-On, Out Run* and *After Burner.* The company introduced *Thun*derBlade and *Bulls Eye* at the recent ACME show. Besides its success with its dedicated games, its current kit *Shinobi* is consistently in the top ten lists of Play Meter's equipment poll.

Stroud promoted

Jerry Stroud has been promoted to the position of vice president of Master Sales. According to Byron Cook, president, "Jerry has the enthusiasm and dedication which is essential in the distribution business."



Jerry Stroud

Jerry has been with Master Sales for 12 years, the first 10 in various fields including marketing. He has been a part of several management teams and most recently was in direct sales and management.

Half-Century Club

During ACME '88, the Half Century International Club was conceived by Al Rodstein and Steve Kordek. Club members must have at least 50 years in the coin-op business to belong.

Although the club's function is largely social, there were discussions by the first members on such things as a newsletter

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to keep the members up to date on the latest developments and gossip. Deceased parties which had 50 years in this business will be given posthumous memberships.

There will also be associate memberships for those with 40 years in the business. Those attending the first meeting included Steve Kordek, Al Rodstein (who was named president), Bob Jones, Louis Boasberg, Si Redd, Hank Tronick, Stan Harris, Bob Breither, Hank Grant (representing his father Sol), Joel Kleinman, and Sol Lipkin.

What a wonderful way to acknowledge a lifetime of dedication to the industry.

Condom sales boom

The Associated Press released a story which said that condom makers have found business very good in spite of the television networks refusing to sell them advertising time. Retail sales of condoms rose by nearly a third to about $200 million in 1987, industry sources estimate. Sales had been rising at a single-digit rate in each of the previous five years.

Dream come true at Super Bowl

If the results of Super Bowl XXII sent Washington, D.C., into ecstasy, then the halftime show was a corporate dream come true for the world's leading jukebox maker.

While the teams were in their locker rooms during halftime, a 13-foot tall Rowe Jukebox was featured on the fifty yard line with rock 'n roll legend Chubby Checker performing on top.

"Our jukebox with the Rowe name in giant letters was seen by more than 100 million people during the halftime show," says Rowe president Gilman King. "It was a dramatic and thrilling way to achieve national recognition."

King reports that the impact of the Super Bowl participation has already been evident. Rowe has been deluged by calls from people congratulating the company while Rowe's forty distributors have experienced similar results.

"Naturally, Rowe is proud to have been chosen to participate in this event, but the significance of having a giant jukebox in the Super Bowl halftime show extends beyond Rowe and impacts our entire industry," King points out. "We've received comments from both industry and non-industry people that this event has given the jukebox a new level of product credibility. It's a source of pride to all jukebox makers and the thousands of music operators who bring this entertainment to the public.

"Even more importantly, the jukebox is an American music tradition and the halftime show kicked off the jukebox's 100th anniversary year."

The jukebox was born a century ago when a San Francisco saloon owner attached a coin slot to an early Edison phonograph to provide entertainment for his patrons. It has been an important part of music entertainment ever since.

Nightclub/Bar Expo set for Las Vegas

Nightclub & Bar Magazine and Opportunities Expositions have announced that one major show, The Nightclub & Bar International Technology Exposition, will be the industry's only gathering in 1988.

The expo is set for June 7-9 at the Bally Hotel in Las Vegas. "The movement to one show a year is in response to concerns expressed throughout the industry of too many shows, and the need for a special focus on one international show," said Ed Meek, publisher of Night Club & Bar Magazine. "As part of this effort, commitments have been made by major manufacturers in Europe as well as other American and English manufacturers to support the growth and development of an international exposition."

For information call (601) 236-5510.

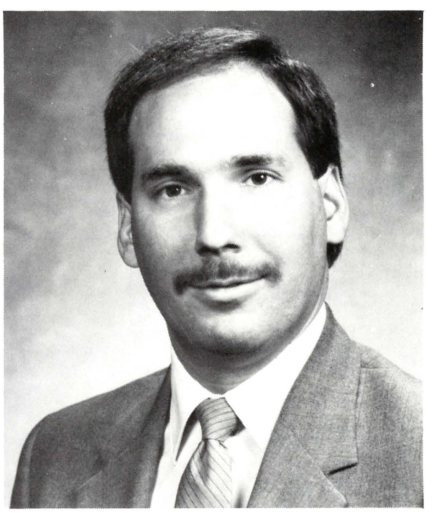
Tell it like it is

The Amusement and Music Operators Association is giving its members a chance to let AMOA know just how it is doing. AMOA has sent to its members an AMOA report card which asks members' opinions on an array of topics from communications to insurance.

When you get your survey, take a few minutes to fill it out. There is even a space for additional comments. Remember that an association is only as good as its members let it be. Don't toss the survey aside, fill it out.

NEAP names Geraci

Dennis J. Dakin, vice president of sales and marketing, vending division, at New England Apple Products Co., Inc. (NEAP), recently announced Jim Geraci territory sales manager of the Memphis, Tenn., area.



Jim Geraci

Geraci's responsibilities include coordination of sales efforts for NEAP's Veryfine fruit juices, cocktails, and drinks. He reports directly to Dennis Thornton, southern regional manager of the vending division.

Geraci brings ten years of sales and management experience to Veryfine, having worked most recently for Coin Acceptors Inc. There he served as branch manager of the Memphis area and received a "Manager of the Year" award for increasing sales and profits.

R-Type more player-friendly

The challenging game play of *R-Type* created an arcade following, but its alien forces may have been a bit too ruthless for the average player. That's why Nintendo has changed its factory recommended difficulty setting to "normal" on all future *R-Type* shipments.

The adjustment will allow players improved reaction time while still retaining the challenge and excitement that has drawn players to it. To take advantage of the improved earnings capability of an easier-to-play *R-Type*, operators can make the necessary changes themselves. The difficulty factor is lowered to normal by changing Switch #4 on Dip-Switch 2 (DSW2) from the "on" position to "off". (Refer to the component designations on the PC board for the proper location of the Dip-Switches. The Operations Manual shows them incorrectly labeled.)

Operators can also take advantage of a surprisingly new low price by contacting their authorized Nintendo distributor, or by calling Nintendo for referral at (206) 882-2040.

Pop-a-Shot promotes Robertson

Pop-a-Shot, Inc., manufacturer of a basketball skill game it calls America's number one, is happy to announce the promotion of Lavaughn Robertson to national director of sales and marketing. Robertson is the former Ohio Pop-a-Shot state director where he was responsible for establishing one of the most productive state Pop-a-Shot distribution programs in the company. Robertson will be responsible for the sales and marketing of all Pop-a-Shot coin operated games as well as all Pop-a-Shot products. Robertson was a former college basketball coach at Arkansas College and also Arkansas State College and also managed his own wholesale sporting goods distributorship in Westchester, Ohio.

Lavaughn Robertson

Manne promoted

Coin Acceptors, Inc. announces the appointment of Ron Manne to the position of product manager of Coinco's Compactvendor.

As product manager, Manne will be responsible for the promotion and marketing of the company's mini-vendor.

For the past nine years, Manne has held the position of branch manager of Coin Acceptors' Cincinnati branch service office, serving Ohio, Kentucky, and Indiana customers. Prior to that, Manne was a sales representative for Coinco in the Chicago area. He has been employed with Coinco for 15 years.

AAMA must fight

The American Amusement Manufacturers Association (AAMA), named along

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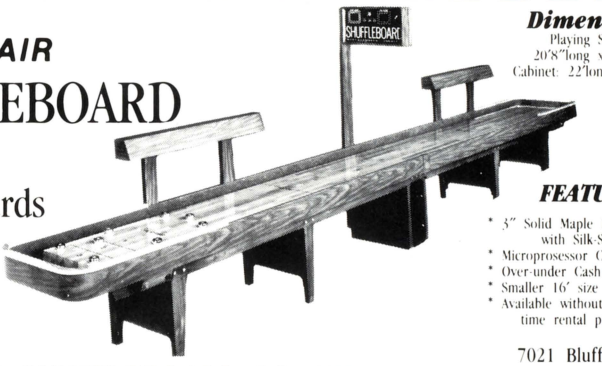

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Playing Surface:
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Cabinet: 22'long x 27"wide

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with Taito Corp. in a lawsuit by Bill Beckham of Red Baron Amusements, had asked the court to dismiss charges against the association.

AAMA's Bob Fay, director of industry affairs, noted that the lawsuit deals with the issue of selling dedicated games versus selling kits, and since AAMA does not sell games it was inappropriate for the association to be included in the suit.

However, in the suit Red Baron claims AAMA was a co-conspirator with Taito in forcing U.S. operators to yield to a tie-in of boards and complete game machines, primarily in regard to *Double Dragon.* Red Baron claims that Taito allegedly paid AAMA a large amount of money to form a special task force to threaten and intimidate operators and distributors and to suppress trade and commerce in genuine parallel *Double Dragon* boards.

AAMA claims that it was simply acting on behalf of its members to aid in the enforcement of their intellectual property rights, and in that connection it had approached government officials and prosecutors about counterfeit and parallel boards. AAMA claims this was simply to aid the officials in doing their law enforcement duties.

According to AAMA, the first amendment provided an absolute privilege for such actions and the actions could not be made the basis of a lawsuit. AAMA said that Red Baron could not name AAMA in the suit unless it was proven that AAMA approached the FBI "solely for the purpose of harassment" rather than as part of "a good faith dispute between the parties regarding the interpretation of the copyright laws" applying to parallel games.

The court stated that there was enough in Red Baron's charges and the facts represented to defend the case and refused to let AAMA out of the lawsuit.

Eagle promotes Chermak

Eagle Distributing of Florida announces the promotion of Ed Chermak to sales manager. Ed has been with the company for five years, starting in the Ft. Myers office as the cigarette manager. From Ft. Myers Ed went to the Miami office in general sales. In November Ed moved to the Orlando office and in January was promoted and handles sales of both offices.

Ed announces the addition of Dynamo pool tables, Ardac bill changers, and United Artists to Eagle's existing line. Ed obtained distributor rights for these new lines at the ACME show in Reno in March.

Sunbelt receives distributor award

Dynamo Corporation is pleased to announce that Sunbelt Amusement and Vending is the recipient of its coveted "Distributor of the Year" award for 1987.

Sunbelt Amusement, a full line distributor of amusement and vending equipment, is co-owned by Phillip Wood and Dave Patterson with offices in Dallas and Oklahoma City. The company services operators throughout the state of Oklahoma and north Texas.

In Oklahoma City the company is known as S.B. Amusement and is managed by industry veteran Phil Odom.

Dynamo's vice-president of sales Mark Struhs commented, "Sunbelt's achievement as our number one distributor is a tremendous accomplishment in light of the fact that 1987 was the best sales year ever for Dynamo Pool Tables. It is also gratifying that this was accomplished right here in our own home state of Texas."

Dynamo presents "Distributor of the Year" award to Sunbelt.

Ohio and Snyder present carnival and game seminar

The State of Ohio, Department of Amusement Rides and Games, in conjunction with Bob Snyder & Associates, has just presented an informative three--day carnival and games training seminar. Bob Snyder & Associates presented the training in their latest seminar with emphasis on game legalities, safety, costs, and game profits.

In attendance for the hands-on program were state ride and game inspectors, law enforcement, carnival show owners, game concessionaires, and major amusement park managers. The site of the 24-hour seminar was Reynoldsburg, Ohio.

Another games training program was scheduled in southern California in March.

Idaho association elects officers

The Amusement and Music Owners of Idaho elected the following people to hold offices in 1988: Steve Gregory, president; Jeff Inglis, vice president; Jack Burton, secretary/treasurer; Gay Merrill, director; Jim Woods, director; and Bill Nemgar, director.

Vern Ravenscroft reported on the 1988 Legislature, stating, "There is a trend to hold the line on any new taxes except for an increase in the fuel tax of somewhat less than five cents per gallon. If anyone needs a copy of the new sales tax law as it pertains to our industry, please call or send a note to secretary Burton."

AMOI's main goals for 1988 are to increase membership and communication with members. The association welcomes any suggestions and announced it will be trying to schedule meetings in other parts of Idaho. Anyone interested in hosting a meeting please call AMOI at 208/345-7777. AMOI's summer meeting is scheduled for June 24-25.

Levi's tests *JeansScreen*

Levi Strauss & Co., is testing the Levi's *JeansScreen*, a transactional video jukebox, at selected retailers around the nation. The *JeansScreen* plays music videos and sells a wide variety of Levi's sizes, styles, and colors.

The jukebox's music video opens with a rock band performing its latest hit. All members of the band are wearing different styles of Levi's jeans and jackets. To get more information on a particular style of clothing,, the customer simply touches the band member wearing the style of clothing he or she likes. The jukebox provides complete audio and video instructions for those who want to order merchandise.

After customers enter their name and address on the jukebox's keyboard, purchases are completed at the cash register and delivered to the customer's specified address within two weeks.

Jeff Harlowe, manager of retail marketing at Levi Strauss & Co., commented, "Now, if customers can't find just what they want on the shelf, they can order it through the jukebox. By expanding our lines of merchandise and service features, additional sales naturally follow." The Levi's *JeansScreen* unit was produced by ByVideo, Inc., a Sunnyvale, Calif. based developer of interactive video systems for in-store use.

Dean and Bartlett form new company

Leonard Dean, formerly of U.A.I., and Richard Bartlett, formerly of R & D Distributing Corp., proudly announce the formation of their new company, Coastal Amusement Distributors, Inc., which has two offices.

Dean and Bartlett bring over 30 years of experience in the coin-op business to their new company. As an international and domestic distributor, Coastal will offer full sales service and parts departments at their facilities. The addresses are 2400 Belmar Blvd., Bldg. 16B, Wall, New Jersey 07719 and 3046 Hempstead Turnpike, Levittown, New York 11756.

Lenny Dean can be reached at the New Jersey facility, (201) 681-8900; Richard Bartlett can be reached at the New York location, (516) 731-8900. Both offices jointly utilize telex number 219113 and FAX 516-579-9195.

Coastal represents over 30 manufacturers, exclusively representing Harry Levy products, such as the *Circus Parade* money pusher and the *Treasure Island* gift rotary merchandiser. Coastal also exclusively represents the Whittaker Bros. *Rick Wheel* money pusher and carries a full product line of Whittaker Bros. kiddie rides. In addition, Coastal offers a full range of new and used video games, kits, cranes, novelty games, pokers, and coin handling equipment as well as a complete line of plush and rotary merchandise kits.

Coastal also offers a wide variety of gaming equipment for export.

Counterfeits seized

U. S. Customs agents in Seattle have seized 18 counterfeit printed circuit boards enroute from Canada to operators in the states of Washington, Oregon, Idaho and Montana. Robert Fay, director of industry affairs and enforcement for AAMA, stated that the Customs seizures involved such games as *Double Dragon* and *Rastan* as well as other Taito, Capcom, Romstar, and Data East products.

Fay stated that the counterfeit printed circuit boards were being shipped from R. J. Rose in Barrie, Ontario and also International Computer Systems of Woodbridge, Ontario. Fay pointed out that these seizures were significant due to the fact that these boards were being shipped via the U.S. mail and pointed out that U.S. Customs agents, in addition to monitoring courier services from Canada to the United States, are now monitoring the U. S. mail system as well.

He added that the results of the seizures will be sent to the appropriate Customs officers in the above states. The Northwest section of the U. S. is now a priority area for AAMA's enforcement activities.

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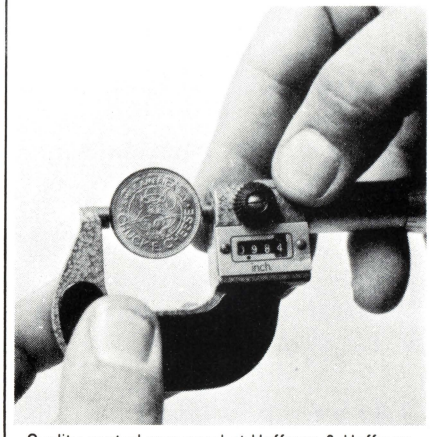

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Hunter and company sentenced

Stan Hunter and Hunter Vending Company of Arlington, Virginia, were sentenced on Friday, March 18, 1988 by Judge Claude Hilton in Alexandria, Virginia, to two years probation, 200 hours of community service, and fined $40,000.

Hunter previously plead guilty to conspiracy charges relating to the importation of non-copyrighted boards and Hunter Vending Company previously plead guilty to one count of smuggling on January 22, 1988. In addition to the sentencing, U.S. Customs agents previously recovered approximately 230 illegal boards, 89 cabinets, two trucks and almost $5,000 cash from seized illegal games.

AAMA's Robert Fay stated the conviction of Hunter and his company again illustrates the fact that operators who import, distribute, and operate illegal video games can receive a criminal record for violating federal copyright, trademark, and smuggling laws.

AMOA offers jukebox brochures

AMOA is offering "Jukebox Excitement" brochures created by its jukebox promotion committee to assist members in promoting the jukebox to their current and prospective locations.

The brochure is a great selling tool that outlines the many benefits of the jukebox in any business location. There is also room on the back for you to stamp your company address.

To help AMOA recover some of its development costs, they're selling the brochures at a nominal charge.

For more information, contact AMOA, (312) 565-4602.

National Jukebox Week proposed

AMOA has been working diligently to have a week set aside as the official national jukebox week. Representative Robert Kastenmeier, chairman of the courts and civil liberties subcommittee, has introduced a resolution (House Joint Resolution #446) designating October 30 through November 5, 1988 as "National Jukebox Week."

Passage of this resolution requires the co-sponsorship of 218 members of congress. AMOA notes that it already has pledges from 12 congressmen. AMOA is urging operators, distributors, and manufacturers to write their congressmen asking for their support.

To assist the effort, AMOA is offering its members a limited supply of commemorative cassette jukeboxes at the special price of $64. AMOA has suggested that each AMOA member donate one of these jukeboxes to the office of their congressmen.

Here is what congressman Kastenmeier had to tell his colleagues in addressing the subject of a national jukebox week:

"The jukebox occupies a unique place in the annals of American music and popular culture. It has also brought entertainment to untold millions over the years.

"It was in 1889 that a Mr. Louis Glass fitted a coin slot on a wax cylinder Edison machine and placed it in the Palais Royale Saloon in San Francisco. Called 'Nickel in the Slot' it is widely considered that it was the first jukebox. From the turn of the century through today the jukebox has been a viable nostalgic and intriguing part of popular American culture.

"As a rich chronicler of music, culture, and technology the jukebox is without peer. It has brought great joy and memories to generations of Americans, its popularity is unequaled in the eyes of young and old alike.

"Despite many new and sometimes competing music formats, the jukebox remains an integral part of our heritage. And with the advent of new technologies, many of which have already been incorporated in the jukebox, its future is bright.

"As the jukebox nears its 100th anniversary, the time has come to recognize this unique and visual entertainment vehicle that stands tall in musical and cultural history."

Belgian companies are threatened

International terrorism has found the European amusement machine industry. The Belgian trade is the first to experience this malaise of modern civilization, when 19 companies were simultaneously blackmailed.

The incident, which began as an assumed hoax, but which subsequently took on infinitely more sinister overtones with the Belgian police becoming involved, came into the open in mid-January. At that time 19 companies received a threatening letter from the C.A.D. This is the shortened form of Committee for Action Direct, an organization of left-wing extremists well known to the European police.

The letter threatened to go to the media with a dossier on each of the 19 companies, alleging collection frauds and other illegal practices unless a huge sum of money was paid. The demand was for six million German deutschmarks (about $3 1/2m).

At first it was assumed that the letter was the work of professional machine cheats. Belgium has had problems for some time with people who drill holes in the bingo-style pinball machines which are banned in most countries but permitted in Belgium, and then use piano wire to set up lucrative wins. These cheats have become so arrogant of late that one or two of them have actually approached leading operators and offered to leave their routes alone in return for a payoff! The companies which received the threatening letter decided between them that it was the work of these people.

The assumption that it was not from the C.A.D. was further heightened by the fact that the list of recipient companies was apparently compiled from using telephone Yellow Pages as it was around two years out of date. Some of the companies had changed names, changed top personnel, or gone out of business.

What weakened the resolve of the threatened, however, was the memory of the media attacks of 15 years ago when Belgium had high-payout slots. That campaign led to a closing down of the Belgian market to slot machines and the

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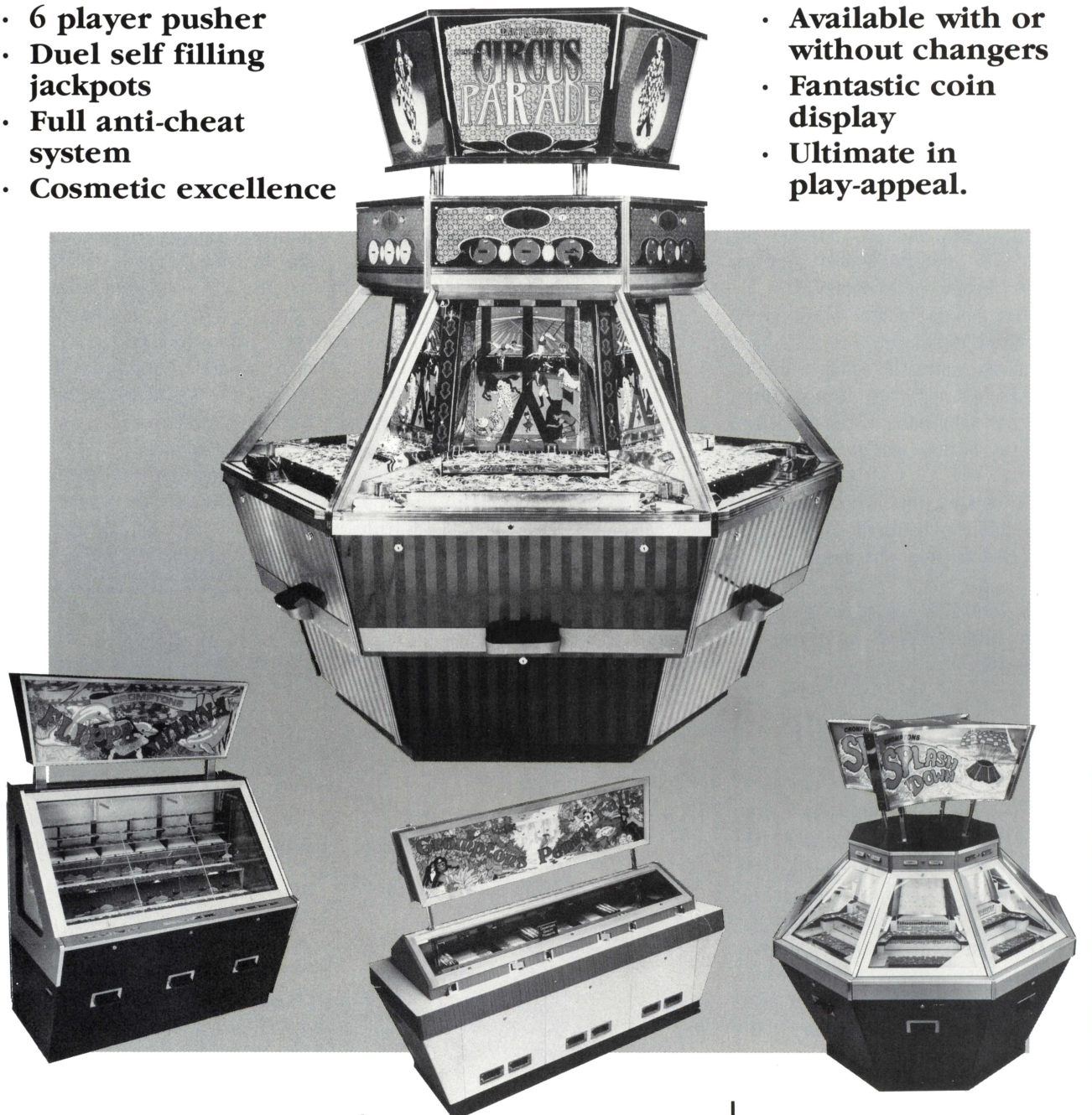

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industry fear that another such onslaught would deprive it of the bingo-style gambling machines it currently depends upon for its main income.

A meeting of the 19 threatened companies was held and they decided that discretion is the better part of valor and it would collectively offer just over $1m. to the extortionists. A telephone call was received shortly afterwards, from an anonymous woman, speaking in French, asking what had been decided. She agreed to call back after speaking to her "committee" and subsequently did so, refusing the reduced offer and stating that someone would be "made an example of".

The fact that the police, who were by now involved, discovered that the source of the call was untraceable and that a sizable "ransom" had been turned down, changed the complexion of the case. They began to take the matter much more seriously.

That is as far as the matter has developed to date, but naturally, the companies involved are now very much on their guard.

[*Editor's Note: This report has been supplied by our European correspondent, David Snook.*]

Fay confers with U.K. Customs

Bob Fay has taken his war against copy PCBs across the Atlantic. The American Amusement Machine Association's director of industry affairs and enforcement was in London in February for discussions with Her Majesty's Customs and Excise Service on the new customs regulations which went into effect in the United Kingdom on January 1 this year.

In his campaign to stop copy boards entering the United States, Fay has taken action in conjunction with U.S. customs officials against a number of companies and individuals. Fay is confident that the new British regulations effectively stop up another market for the pirates.

"The new British laws are good," he told Play Meter. "They will stop copies entering the U.K."

Sent to Europe by his association and its colleagues in the Japanese Amusement Machine Manufacturers' Association (JAMMA) on an initial fact-finding tour of Britain and France, Fay returned with a recommendation to JAMMA that the Japanese companies register their trademarks with the British customs service to enable them to detain and seize counterfeit printed circuit boards entering Britain from Korea, Hong Kong, and other Far Eastern countries.

"I met with Graham Jenkins of H.M. Customs in London and offered him my services to train appropriate customs officials at Heathrow and Gatwick airports and he accepted my offer. I am optimistic that once the registrations are complete that we will be in a position to intercept counterfeit printed circuit boards arriving in the U.K."

Fay is recommending to JAMMA that it authorize Fay to hire a former Scotland Yard officer to assist him and the police in upcoming investigations of companies in the U.K. which continue to import and sell counterfeit printed circuit boards.

"The U.K.'s copyright and trademark law is currently being revised and it is anticipated that by June of this year it will be passed by Parliament. The new law will carry a maximum ten-year prison term for copyright and trademark violations. That will really make a difference and the new laws proposed for Canada, although they only involve a five-year penalty, are still strong enough to be effective. It is hard to motivate the authorities to act when an offense only carries a $10 fine as it does in Canada."

During Fay's visit to London he also met with Douglas Domin, the legal attache for the United States Embassy and the FBI agent assigned to the Embassy. He also met Susan Rowley, the U.S. Customs representative assigned to the embassy; and also attorney Nicholas MacFarlan, who has been active in the past regarding civil proceedings involving several AAMA members.

Finally, he met with John Wood of the Dunhill Company to discuss how British companies are fighting the counterfeit problems. People from the British coin

machine industry whom Fay met during his visit included Alan Willis, general secretary of the British Amusement Catering Trades Association, Michael Brent of Brent Leisure, John Stergides of Electrocoin Automatics, Vic Leslie of Sega Europe, and Richard Dunn of Konami U.K.

Moving on to France, Fay reported similar progress with the authorities there on counterfeiting problems. He said that he hoped to visit two of the "problem" countries for European counterfeiting, Italy and Spain, at a later date.

Regarding the current position in the U.S. on parallel boards, Fay said, "I am quite satisfied that parallel imports are illegal under U.S. law and that it has already been tested through the courts in relation to other goods (a federal case concerning cosmetics in 1976). It is clear that in the U.S. a copyright holder has an exclusive right to distribute."

He added: "In any case, 75 percent to 85 percent of the problems in the USA are with copies. Parallels are a small part of it."

[*Editor's Note: This article has been prepared by our European correspondent, David Snook.*]

Operators must be careful with 1099s

Operators should be aware of the serious and severe problems which could result if they fail to report payments of $600 or more in any calendar year on IRS Forms 1099. Owners-operators, in particular, should learn from the following horror story:

An owner-operator did not report the share of the game revenues (generally 50 percent) which he left at each location. He thought it was sufficient that he reported and paid taxes on his half of the take. What the locations did with their half was up to them. Furthermore, this operator heard somewhere that the IRS agents in various parts of the U. S. did not know whether or not operators should file Form 1099s for each location. So in 1981 and 1982 this operator really did not know he was supposed to report on each of his customers.

The IRS eventually imposed a $250,000 penalty against the operator for failing to file 1099s for 1980 and 1981 when it was innocently revealed that the operator had read an article on the subject.

The moral of the story is *always*, even when in doubt, report any payments of $600 or more on IRS Form 1099. And be sure and send a copy of the recipient of each payment.

When the IRS found out the operator's customers names, many of them were audited. Some had not reported the cash income which they had received from the machines. That, of course, can lead to very serious criminal charges. You do not in the long run do your customers any favor in failing to report cash payments exceeding $600 on IRS Form 1099.

The IRS is very serious about enforcing the 1099 filing requirements. Every reader should review with his accountant his practice and policy regarding 1099s during at least the last three years.

If any practice appears to be questionable, the reader is well advised to seek the counsel of a competent attorney. For the future the safe rule is to report on Form 1099 *all* payments made in the course of trade or business which equal $600 or more in a calendar year, unless there is a clear rule which states you are not required to do so. When in doubt, report.

One exception to the Form 1099 reporting requirements states that "payments to a corporation" are not required to be reported on Form 1099.

Trade shows prove positive for AGE

Hal Watner, president of American Gaming Enterprises, Inc. (AGE), has announced that based on the results of the International Gaming Business Exposition Trade Show held in Las Vegas on March 9-10, and the American Coin Machine Exposition (ACME) held in Reno on March 11-13, the company will release 2,000 units for immediate production.

The units will consist of retrofit kits, mini slot machines, poker machines, and complete slot machines. These represent gross sales of $3,000,000.00, but look for that figure to increase after the final show results are in.

Dooner joins Fun Factory

Steve Dooner has joined the management staff at the Redondo Fun Factory, an amusement center featuring rides, games, and a 30,000 square foot arcade.

Prior to joining the Fun Factory, Dooner served as a consultant to a variety of amusement and theme parks as well as arcades around the nation. He was also director of games and attractions for Malibu Grand Prix Corp., which operates over 40 amusement parks across the U. S.

Prior to joining Malibu, he worked for Chuck E. Cheese's Pizza Time Theatre, where he was responsible for coordinating the development of new company-owned arcades.

Dooner is looking forward to helping continue the successful reputation that the Fun Factory has earned over the years.

AMOA and AAMA see common ground

At the recent ACME show in Reno, AMOA president Wally Bohrer met with AAMA president Frank Ballouz, AAMA's Bob Fay and Bally Mfg.'s Robert Rondeau and reiterated AMOA's desire to work more closely with the manufacturers' association in order to improve relations between the two segments of the industry.

The two organizations will continue to work cooperatively on such issues as the Coin Coalition. In addition, steps are being taken to have joint lobbying efforts during the forthcoming AMOA Washington Legislative Conference May 15-17.

There are other areas where cooperation can be achieved between the two segments, such as sending AMOA the leads generated from AAMA exhibits at allied industry trade shows. Also, a joint executive committee meeting between the two organizations will be scheduled in the near future.

It was agreed that AMOA and AAMA need each other for the pursuit of their mutual business interests in the coin-operated amusement, music, and vending industry. A spirit of cooperation was re-established at this meeting and the outlook for the future between the two associations is very positive.

Tekbilt named Mars distributor

Tekbilt Inc. announces its appointment as a major distributor in the amusement industry for the Mars high denomination bill validator that will accept $1, $5, and $20 dollar bills. Over six months of testing has shown great performance and bigger profits.

The Mars Electronics Bill Validator through Tekbilt Inc. is the smallest manufactured; you can hold it in the palm of your hand. Its compact one piece design makes it an easy to install and easy to retrofit bill acceptor. Its maintenance free design and short bill path means less down time and jams; plus it carries a full one year warranty.

For more information, contact Tekbilt Inc, P. O. Box 337, Willow Grove, PA 19090; 800/666-7776 or FAX 1-215-784-9219.

Penn-Ray Sutra relocates

Penn-Ray Sutra Corp. has announced that effective April 1, they will be operating from their new, larger facilities located at 3684 Meadow Lane in Bensalem, Pa.

William Ray, Sr., president of the major parts supplier, has said the move will enable PRS to service the industry even better due to a much larger warehouse and manufacturing facility. He also added that his plans are to increase the PRS in-house sales staff to at least ten people soon after the move. Also, PRS will be utilizing a new high-tech telephone system and updating their computer system to enable them to provide faster, more reliable service to their growing list of customers.

Penn-Ray Corp. can be reached by calling 800/523-8934 or writing P. O. Box 1088, Bensalem, PA 19020.

AMOA calls for nominations

The Amusement and Music Operators Association (AMOA) nominating committee Chairman Dick Hawkins has requested the members submit names of operator and distributor AMOA members in good standing for consideration as directors. Ten new directors will be elected at the association's annual meeting during Expo '88 in Chicago this November.

Criteria for board candidates state that the member(s) recommended must be an operator or distributor member of AMOA. In addition, candidates may be submitted to the nominating committee by any member, but they must be endorsed in writing by five other AMOA members and must be submitted to the nominating committee at least 90 days prior to the election.

Members recommended should be active in association affairs, be able to attend and participate in all association board meetings and conferences. Letters of recommendation should include a brief summary of a candidate's involvement and achievement in state and local activities. The candidate's three year term of office will run 1989 through 1991.

Following are states having directors with terms expiring this year: Arkansas, California, Iowa, Minnesota, Montana, New York, North Carolina, and Pennsylvania.

Geerdes named a NAMA director

Richard Geerdes has been named director of education and conventions of the National Automatic Merchandising Association (NAMA).

Most recently director of sales at Canteen Corporation, Geerdes has held a series of financial management, operating

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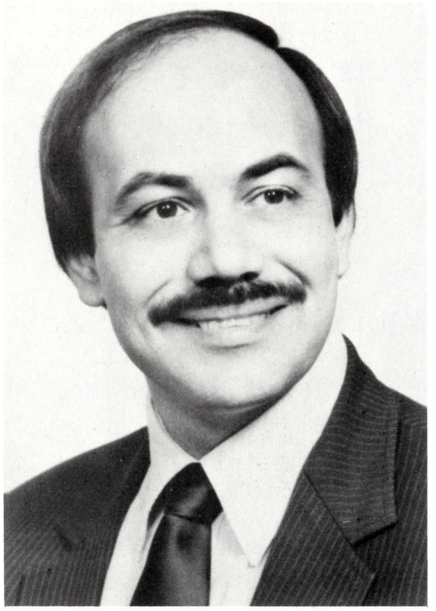

Richard Geerdes

management, and corporate sales and marketing positions with Interstate United Corporation and Canteen Corporation since 1980.

"Rich will manage the NAMA convention program, expanded educational services, and the information systems management functions at NAMA," explains NAMA president James Rost. "Part of his responsibilities will be the education and convention functions headed by Gib Tansey who plans to retire at the end of April."

Geerdes is a member of the Society for Food Service Management, the Sales and Marketing Executives Association and the Financial Executives Institute.

Chicago council adopts ordinance

The Chicago City Council adopted a new ordinance that has grave financial impact on hundreds of companies and businesses in the amusement industry. The new code has dealt a knockout blow to the rights of coin machine companies and locations to do business.

Here are the terms of the ordinance:

1) No one under 17 can operate an amusement device between the hours of 8:00 am and 3:00 pm on days when public schools are in session.
2) It shall be unlawful for anyone under 17 to play an amusement device at a retail alcoholic liquor establishment.

To fight this new code, a city-wide meeting was held March 1 and a 12 man committee organized to plan strategy and raise a Legal Defense Fund.

The strategy committee will operate as part of the Chicago Metropolitan Music & Amusement Association (CMMAA). It will be in charge of the campaign and act as trustee over income and expenditures.

The committee has retained legal counsel and staff assistance. Papers are now being drafted for filing a lawsuit to prevent enforcement and/or declare the new ordinance unconstitutional.

In the meantime, financial help is critical. The Chicago area minimum has been set at $500 for all operators, distributors, and manufacturers, but please send your maximum, any amount up to $5,000.00.

All contributors will be kept informed. For more information, call Art Seed at (312) 369-2406.

Hanson/Seeburg sponsor CD forum

Operators from around the state of Michigan were offered an open forum discussion about CD music at a recent meeting co-sponsored by Hanson Distributing Co. of Warren, Michigan, and the Seeburg Corp. of Chicago, Illinois.

It was held at the Hanson office and chaired by Joe Pankus, executive vice president of Seeburg.

"It was a great meeting between operator, distributor, and manufacturer," stated Rod Clennon, regional manager of Hanson. "It's something this industry needs more of and Hanson will continue to provide this type of informational exchange in the future."

Operators attended a CD music seminar sponsored by Hanson Distributing and Seeburg Corp.

Nintendo receives Target award

Target stores, one of the country's leading mass merchandisers, has awarded Nintendo of America Inc. a 1987 "Award of Excellence."

Target has recognized Nintendo for the quality of in-store merchandising support, its commitment to co-op programs, and its significant contribution to the company's sales volume," explained Robert Pollack, buyer for video games.

"Nintendo's aggressive marketing and merchandising support has contributed to outstanding 1987 sales," continued Pollack, "and we're expecting greater success in 1988."

The Nintendo Entertainment System was one of 1987's top-selling products for the Christmas season.

Bruce Donaldson, vice president of sales for Nintendo, commented on the award and stated, "Nintendo is proud of its recognition by this important retailer for our efforts to establish quality retail/trade partnerships. We will continue our commitment to providing the kind of support and cooperation that insures success at all levels of our marketing process."

Nintendo has been a recognized leader in developing innovative retail merchandising, promotion, and point-of-purchase approaches to support its video game product line. This includes a computerized inventory tracking system, state-of-the-art product demonstration units, and a fully dedicated merchandising force (numbering more than 120) to coordinate and support in-store activity.

Nintendo of America, based in Redmond, Wash., currently holds over a 70 percent marketshare of the U.S. home video games industry, and is a wholly-owned subsidiary of Nintendo Co. Ltd. of Kyoto, Japan.

New arrival!

Marcio Bonilla, vice president of sales at Arachnid, Inc., and his wife Amalia became the proud parents of a baby boy on March 9, 1988 when Marcio Antonio Bonilla, named after his father, weighed in at six pounds, 11 ounces. Both mom and baby are doing very well

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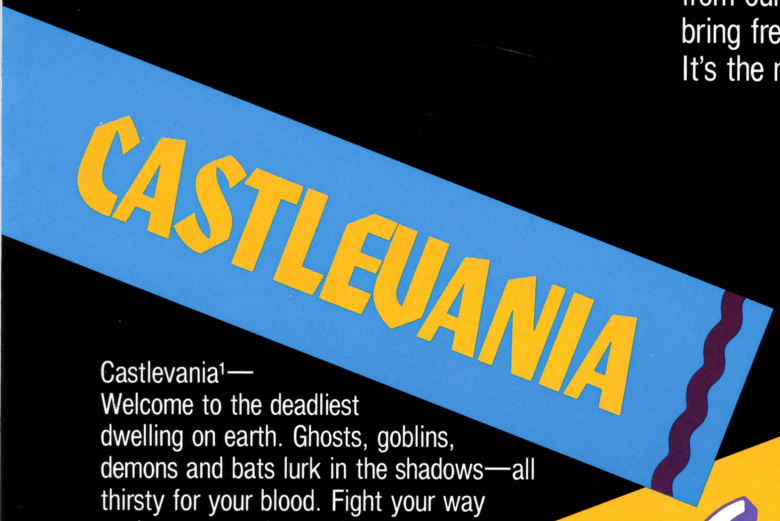

Castlevania[1]—
Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower to face a duel to the death with the evil Count.

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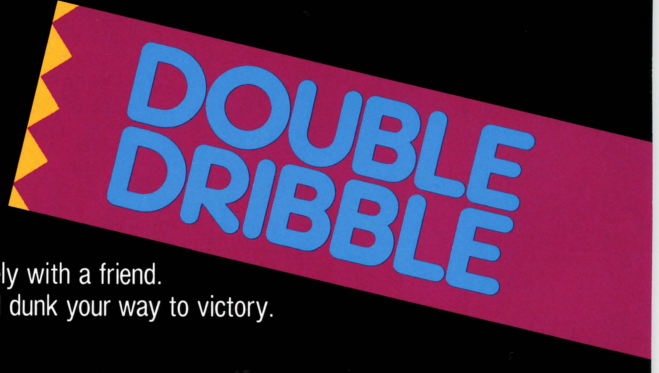
Challenge the masters of the ancient art in a test of strength, speed and sheer will. Every time you knock off an opponent another comes to take his place—but this time he's more dangerous, deadly and demanding. How long can you meet their match?



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The Goonies II[4]—
The adventure continues... your pals are trapped in a complex underground maze by the ugly Ma Fratelli and her nutty sons. It's up to you to use the Goonies Locator to bring them all to freedom.

R.C. PRO-AM

R.C. Pro-Am[3]—
The power is in your hands as you pilot your remote-controlled vehicle around the track in a no-holds-barred race for the finish. Along the way, pick up added traction, acceleration or a boost of turbo power to gain the advantage.

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Ghosts 'N Goblins[5]—
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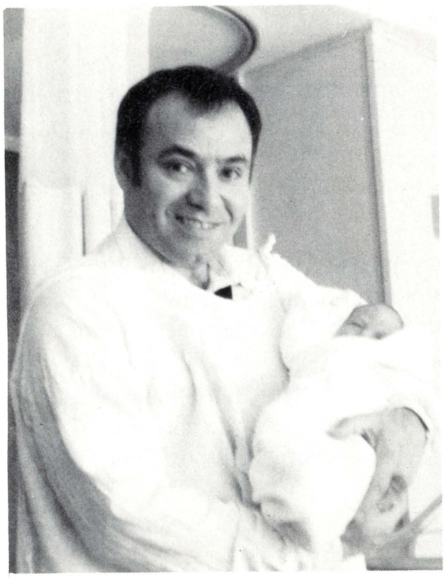
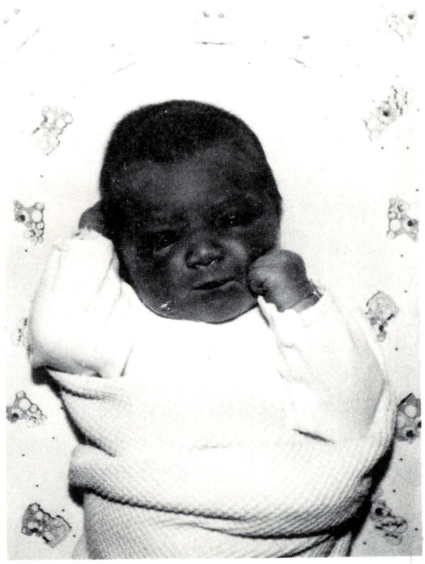
at home, but dad is *still* ecstatic!



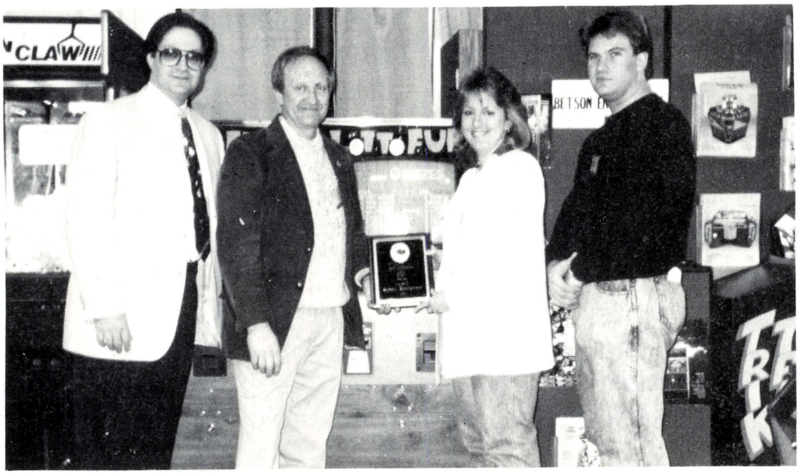
Marcio Bonilla with his new arrival.

Welcome Lisa

Premier's Bob Mueller wasn't sure whether or not he was going to make it to ACME because his wife was about to have a baby. However, little Lisa Marie made her entrance a week before the show so dad was able to be there. Of course, Bob was grinning from ear to ear about the new addition and talking to anyone who would listen! Lisa has two older brothers.



Lisa Marie Mueller



Betson won the prize for the "most outstanding" booth at the International Showman's Foundation Show in Gibsonton, Fla. L to r: John Margold, Wylie Irwin, Rhonda Fletcher, and George Angermeyer at Betson's winning booth.

WHAT IS THE CURRENT STATE OF THE INDUSTRY?

"I think things are looking very good, but also I notice when my business is doing better it seems like things repeat themselves again. Such as, there are a lot of new operators out there and they hear cranes are doing great so they go out and get into something they never did before (like during the boom days). These new operators mostly are just in it for a fast buck. But we are in it for a living and it is a long term investment for me. These fly-by-night guys hurt us operators."

CALIFORNIA

Something new in vending debuted in San Francisco music stores recently, a vending unit that lets customers design their own tapes from a collection of songs. MusicMakers is the name of the machine and it offers jazz, bluegrass, rock, pop, and reggae stored on discs within the vending machine.

COLORADO

Unlike old soldiers that never die, but just fade away, jukeboxes never fade away...they become prized collectors items. Press clippings from newspapers and magazines all over the country attest to this fact. In Colorado Springs collectors Phill Emmert and Ed McCormick displayed their machines at the recent Colorado Springs Pioneers' Museum Exhibit. The collection was called Music, Lights and Color: Jukeboxes, 1930-1960. Visitors admired the 24 jukeboxes and three counter models plus were able to make selections and watch the classics in action. Also on display were pinball machines and records from the 30s to the 50s. McCormick noted that the nostalgia associated with jukeboxes is one of the reasons for their value as collectibles. Emmert explained that people remember going into a favorite place and playing a favorite tune on a favorite jukebox. Now collecting the gems is a favorite pastime!

ILLINOIS

A ban on coin-op pinball games, jukeboxes, and dart machines imposed 27 years ago has been lifted in Freeport in northern Illinois. The purpose of the original ban was to deter school children from playing hooky in order to play pinball, and to keep out elements of organized crime.

There has not exactly been a rush to obtain new game licenses as one might expect, possibly because the new ordinance has many provisions. Among those are one that makes it illegal for anyone under 16 to use the games during school hours. Also, a license application mandates a background check similar to that required for a liquor license. Only locations in the downtown area can apply, and there is a ceiling of six machines per location. The license fee is $50 per machine.

The Illinois Coin Machine Operators Association (ICMOA) has scheduled its 1988 Annual Meeting and Trade Show for June 10-12 at the Pheasant Run Resort in St. Charles. The association invites operators to join them for viewing the latest products and services available for our industry. Over 70 percent of the booth spaces have been reserved for distributors, manufacturers, and suppliers of coin-op equipment. For more details, or to make reservations, call ICMOA (312) 369-2406.

INDIANA

The Indiana Amusement Music Operators Association (IAMOA) held its second annual $10,000 State Electronic Dart Tournament March 18-20 at the Waterfront Plaza Hotel. IAMOA also announced dates for its sixth annual $5,000 State Valley Pool Tournament for April 29-May 1, also at the Waterfront Plaza. For more information on the April event, contact David Sheehan, IAMOA secretary, (317) 899-2530.

IOWA

The Iowa Operators of Music and Amusements (IOMA) included a jukebox round table discussion as part of its recent convention and trade show, held March 4-6 at the Sheraton Inn, Cedar Rapids. Other events included a dart tournament, luncheon, breakfast buffet, and ample time for viewing new products on the exhibit floor. The finals for the Iowa State Dart Tournament were held on the last day of the show.

MASSACHUSETTS

Video poker machines have been used by clubs to raise funds and this avenue may be employed by local clubs in Lynn, Mass. A group of five non-profit clubs, called the Lynn Association of Clubs, are considering using video poker machines to help raise money for the clubs and for charitable endeavors.

The Coin Machine Industries Association of New England (CMIA) held a general membership meeting on March 15 at Cory's Restaurant in Dedham.

OKLAHOMA

Here's one for the "I've heard everything" department. In Pryor, Oklahoma, a man entered Donna's Quick Stop convenience store and informed the cashier he was there to take the video game. He was equipped with a hand truck and a pickup truck. The cashier expressed doubt and told him she would have to check with the manager. The pick-up artist, or would-be thief, quickly fled, unable to make a getaway with his desired prize. Police are investigating the attempted heist.

OHIO

The Ohio Coin Machine Association (OCMA) will hold its 14th annual Exposition of Music and Games May 6-7 at the Hyatt Regency-Ohio Center in Columbus. OCMA invites all midwest operators to come and meet colleagues, share ideas, and talk with others in the industry while seeing the latest in games, jukeboxes, and vending equipment. For more information, contact Judith Martin, OCMA executive director, (614) 221-8600.

In other OCMA news, the association sponsored its fourth leadership seminar February 24-25 at the Columbus Embassy Suites Hotel. The theme of the seminar was Synopticon-Major Issues: '88 and Beyond. Seminar participants divided into discussion groups to develop and refine old programs and present new ideas.

WISCONSIN

The Wisconsin Amusement and Music Operators (WAMO) are planning for the biggest show in its history with the upcoming 1988 Convention-Trade Show at the Paper Valley Hotel/Convention Center in downtown Appleton, May 12-15. Product exhibits are first on the agenda; also industry speakers on the subjects of jukeboxes, darts, and cranes. The speaker for the Friday luncheon will be David Zach, who will discuss future expectations in business and economic trends. Zach is known for well-informed and humorous treatments of his subject. There will also be legislative reports and a Saturday banquet. For more details, contact WAMO, (414) 529-4704.

The association highlighted one of its own in a recent WAMO-gram, the official WAMO newsletter. In an industry profile, Pioneer Sales and Service founders Joel Kleiman and Sam Cooper were commended for their long years of service to our industry. The Menomonee Falls company and all its personnel are congratulated on a fine record as a quality distributor for the state of Wisconsin.

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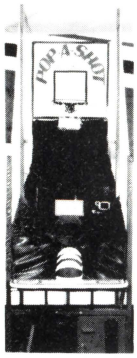

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IMA showcases vending and games

by David Snook

West Germany marked time at its big International Amusement and Vending Trade Fair (IMA), the ninth in the series, held at Frankfurt's Messegelende January 27-30.

All the statistics that organizers Heckmann GmbH of Wiesbaden had carefully prepared for the press corps demonstrated graphically that the German market is displaying expansion only in certain sectors. But the West German trade association, the Verband der Deutschen Automatenindustrie, must have been very happy with the 14,000-plus visitors, even if they couldn't directly attribute such vast statistics purely to the amusement industry since the show incorporates a massive section on vending.

Marino Zaccaria and Emanuela Volta with Technoplay's new pinball from Italy, *X Force*.

Vending was celebrating its centenary in Germany. In 1888 Stollwerck of Cologne solved a candy marketing problem by successfully developing a chocolate vendor. By the turn of the century there were ten German coin-operated products in New York for every American-built one.

Vendors were geographically separated from amusement machines at IMA for the first time this year and the show remained a superbly organized, if somewhat clinical affair, which lacked the color and imagination of the big booths at the London show. However, in terms of sheer volume it was magnificent.

West Germany's Parliamentary State Secretary to the Minister for Economics, Dr. Ludolf von Wartenberg, officially declared the exhibition open and stated that the federal government was very happy with the way the industry was conducting its business.

Many of the new games had been seen two weeks prior at the London show, but there were some interesting variations and even some innovation. Sega, through distributor Nova Apparate, again featured *After Burner* which is currently topping the West German video game charts, and of course, the helicopter simulator *ThunderBlade* made its West German debut. Sega will produce a series of smaller and less expensive simulators during the next year to accommodate what Vic Leslie of Sega Europe chose to call "changing market conditions". As an example, the *ThunderBlade* on view was a smaller and less expensive game than its *After Burner* stablemate. *Heavyweight Champ* was proving popular in Germany and demonstrating a degree of longevity beyond that normally expected of a video game. The company also reports picking up a reasonable share of the PCB market with *Shinobi* and the new *Sonic Boom*.

The PCB supplier par excellence in Europe is Konami and the company chose to launch two new games, *Devil World* and *Blades of Steel*. The former is a two-player interactive maze game based on *Dark Adventure*, the three-player game available in the USA. *Blades of Steel* is designed to cash in on the popularity of ice hockey in Europe and is only on sale in West Germany and Spain. The Konami booth also included *Labyrinth Runner*, *Rack 'em Up*, *Super Contra*, *City Bomber*, *Haunted Castle*, and *Typhoon*.

Blasteroids, fresh from its London success, was the highlight of the Atari stand, shown alongside *Xybots*. As Atari Games is the Namco agent in Europe, *Final Lap*, the big racing car simulator, was in the booth and the talk in Frankfurt concentrated on Namco going public in Japan the previous week.

Nova Apparate featured products from several companies including Taito, Capcom, and Coreland; the latter showing *Cyber Tank*, a heavily criticized game at the Tokyo show but now considerably modified. Bally Wulff concentrated on *Xenophobe* and *Grudge Match*, a three-player driving game. Data East's *Ghostbusters* was also there, but most of Bally Wulff's efforts were not surprisingly concentrated on its new pinball, *Lost World*, which was given a first public showing at the London exhibition.

Nintendo's *Play Choice 10*, a rousing success in the British market, was also on view in Germany where it is known as

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Top Ten. Status Games' *Casino Strip Poker*, banned from Britain, has sold consistently well to the less prim Germans.

The pinball sector was a fascinating battle of the giants. Bally's *Lost World* is an excellent piece viewed by Bally as the game to bring them back into Europe. New pinballs were also exhibited by Williams and Premier. The German pinball market turned down by 13.5 percent during 1987. There were nevertheless 11,800 pinballs sold during the year and 60,400 on site, demonstrating the importance of West Germany as a pinball market.

From Williams came *Space Station*, premiered in the booth of Nova Apparate, whose Hans Rosenzweig stated "The table has perfect balance and it is very good for both long and short shots. It has been on site test for three weeks and the results have been excellent."

Like its competitor from Premier, the Williams piece had already been shown at the London exhibition, but Premier's *Diamond Lady* was probably in a more appreciative pinball shop window in Frankfurt where it was a resounding success. Cleverly presented in its own booth to enhance the exceptional sound effects, it was further supplemented by the appearance of Miss Tracey Hensley whose picture adorns the backglass.

The only previously unseen pinball was Data East's *Secret Service*, shown by Gauselmann. Data East USA's Robert Lloyd was there with Jeff Walker, his vice president of sales, and Joe Kaminkow, director of product design. Lloyd said, "We are delighted with the response to *Secret Service*. The reaction has been tremendous. Europe is a very big and good market for us and we have good distributors here in Stella of Germany, Novomat of Switzerland, Bally in France, and Deith Leisure in the U.K."

The music scene in Frankfurt was not unnaturally dominated by the two West German manufacturers NSM and Wurlitzer, both of whom were strangely positioned in the vending sector of the exhibition. Both offered compact disc phonographs, although NSM's latest jukebox is a combined CD and vinyl model, *Laser City*.

West Germany, like Britain, has its real amusement machine strength in its legalized slots, strictly regulated with low input and small prizes, but nevertheless providing the backbone of real profitability to its operators. The German market has been dominated traditionally by wall-mounted machines of amazing complexity and with little impact outside German's own borders. That might be changing for there was a noticeable participation this year by British companies showing slots in the more familiar upright console cabinets.

Those previously mentioned statistics, which the West Germans trot out so conveniently to visiting pressmen, revealed that during 1987 there was a big revival in games with a sporting theme that helped give the industry a total turnover up 5.6 percent. The already pinpointed 13.5 percent reduction in pinball sales is not regarded as significant since a previous regular downturn in numbers was strongly arrested in 1986 when the figures shot up. Foosball sales rose by 68.8 percent and pool and billiards enjoyed a 15.4 percent increase. The remarkable statistic on foosball will be mostly laid at the door

Rupert Mosinger of NSM-Loewen with NSM's *Laser City* compact disc/vinyl jukebox.

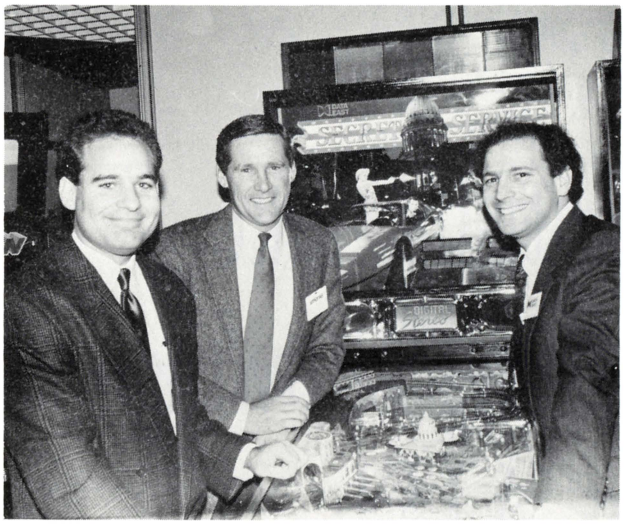
A bank of the new Data East pinball, *Secret Service*.

Hans Rosenzweig of Nova Apparate with Williams' *Space Station*.

of Loewen who organized a brilliant foosball tournament last year and aggressively marketed the product. Into the market came electronic darts after two or three years of hesitant acceptance, and there are now thought to be as many as 10,000 of the games on location in Germany.

There are a total of 414,600 machines of all types in Germany with 182,000 slots, 232,600 "amusement only"; 57,100 video games, 60,400 pinball, 9,200 card games; 53,100 jukeboxes and 52,800 games with sporting themes. Sales in 1987 totaled 104,328.

And what of the ailing dollar's effect on the business? In Germany it was reckoned to be not nearly as profound as in other sectors of business. Manufacturers and exporters of jukeboxes are very concerned that if they supplied to dollar currency countries they would have had a considerable loss during 1987. But 75 percent of all machines sold in Germany are German-made which negated much of the damaging effects. The one problem area was in the production of U.S. pinballs under license, which was stopped over a year ago.



Jeff Walker, Robert Lloyd, and Joe Kaminkow of Data East with *Secret Service.*

Gil Pollock of Premier with Gottlieb's *Diamond Lady* pinball and model Tracey Hensely.

Nintendo's Alan Stone and the German version of *PlayChoice-10*, named *Top Ten.*

THANKS!

A special "thank you" to all operators and exhibitors for making ACME '88 a big success!

British make strong showing at ATEI

London's Olympia, home of ATEI.

by David Snook

Britain's coin machine industry is alive and well judging from the 44th Amusement Trades Exhibition International, which opened its doors for a four-day run in mid-January.

The Grand Hall of Olympia in London hummed with vitality and colorful displays of amusement and gaming machines, more probably a demonstration of current British coin machine strength rather than a reflection of the general conditions in Europe.

The world's coin machine industry flocked to Olympia in thousands to tour what must be the most elaborate booths at any coin machine show in the world. British companies tend to compete with one another for the biggest pitch and the most elaborate display, some reckoning to spend up to $50,000 for their four-day construction.

But it was still a brilliant display of booths, even extending to a double-decker with a bar on top (Brent Leisure). For once the good nature of the salesmen was not forced as it had been in the lean years between 1981 and 1986.

"The London show was a sparkling example of what can be achieved with a little thought, a little effort, and a lot of money devoted to an eye-catching display."

The cause of the current British strength is probably a stronger national economy. Street operators might wail at the demands on cash box returns made by the brewers who own the pubs where low-prize slots are located, but the fact remains that in Mrs. Thatcher's Britain the coin machine business is pretty good these days.

Fruit machines, the British name for slots, are the backbone of the business. They are strictly governed and closely monitored. The operating companies are heavily screened and make a fortune for the pubs. The pubs are generally owned by some very powerful breweries and the brewery share of the machines' take goes straight to their bottom line. It is reasonably reckoned that some of the huge breweries (they can own 15,000 pubs each, commonly) derive as much as 40 percent of their net profits from the proceeds of fruit machines. Yet they accept a maximum of 18 cents in price-of-play and the top cash payout is $3.50 or $7 in replayable tokens. Who needs jackpots?

One-third of ATEI, therefore, was taken up by slots, new ones and rebuilt ones, representing sales each year of around 100,000 units. Another third of the show was taken up by carnival and amusement park equipment, a logical ally of the coin machine business with a strong cross-over of common interests.

Nolan Bushnell (r) visits London to look at an *Asteroids* successor, *Blasteroids*, with Atari's Shane Breaks.

Mark Horwood of United Distributing with John Hull of Hull's Amusements and Sega's *Super Hang On.*

The third part of the show was given over to everything else: video games, pinball, phonographs, kiddie rides, pool tables, and novelties. Second-string they might be, in terms of degree of importance to the British trade, but there was a formidable display of them. In several instances new equipment was given a premier showing so the entire European trade might see it as in the case of Sega's *ThunderBlade*, a new major piece that had its first international showing in a hotel the night before ATEI opened.

The Japanese company hired the prestigious Hippodrome nightclub in Leicester Square to launch *ThunderBlade* into Europe with a 30-minute sound and light display that left the senses stunned before the game came up through the floor of the stage. The helicopter simulator will be available in Europe in two formats, just like *After Burner*. There will be a sit-down deluxe all-singing-all-dancing version plus a more economical sit-down.

Bally made a surprise appearance with its own booth. The company took a prominent position to feature its new pinball, *Lost World*, and chairman Robert Mullane was on hand to talk to a series of European pressmen on the company's determination to fight its way back into the European limelight.

Edward Willens and Fred Van de Kok of the Dutch company Jac Van Ham try out *ThunderBlade* from Sega.

Mullane freely confessed that following the end of the seventies, Bally lost much of its European holdings. "We became too obsessed with the U.S. market, adopting almost an isolationist view," he said.

Now, starting with *Lost World*, the company is planning to build up its European exports again, perhaps to the same 50-50 pitch it enjoyed in its seventies production lines. Joe Dillon, Bally vice-president of sales, confirmed another new game for the ACME show and more new products at AMOA, all to be energetically marketed in Europe.

The biggest news of all for U.S. exporters was the sparkling performance of Nintendo with its *Play Choice 10* multi-game system and the links the Seattle company has forged with distributors Deith Leisure and Brent Leisure. The latter company has a manufacturing facility in London that has been used to design an all-new cabinet for *Play Choice 10*. The system has enjoyed phenomenal success in the U.K., principally because it just happens to fit beautifully into a vast gap in

Coreland's Frank Yamamoto (r) and Nintendo's Al Stone by revamped *Cyber Tank*.

the British pubs.

Experience had previously shown that video games do not do well in pubs, mostly because of a static clientele who quickly become bored with the same game. Revenues plunged quickly. For a time, none but the very best of Britain's 75,000 pubs could support a video game next to the inevitable fruit machine and jukebox, plus a pool table. The arrival of *Play Choice 10* was met with stony indifference by the majority of operators until one of the major breweries, Allied, went out of its way to site-test the system. Backed by an enthusiastic Brent Leisure, also site-testing seriously, the figures started to add up. In short, ten video games will succeed in one cabinet far better than one game in one cabinet. The choice element made all the difference.

It has also made all the difference to Nintendo and Brent Leisure. The companies, using Nintendo software and their own in-house cabinets and monitors, enjoyed phenomenal success in 1987 to a degree that rival companies started to come into the market unashamedly admitting they wanted a slice of Nintendo's action.

Bally's Bob Lundquist with *Xenophobe*.

This year ATEI saw the whole idea progress further with the appearance at Brent Leisure's booth of a new cabinet for the *Play Choice 10*, with *two* colour monitors. The second one, an eight-inch monitor, is mounted at eye-level in the top of the machine. It gives the game "menu" and then gives instructions to the player as he plays the game on the 20-inch monitor. Brent managing director David Coren said, "There is nothing more frustrating to the player than finding a quick end to his game because he forgot how to play it the first time. The second monitor coaches him as he goes along. It really has been extraordinarily successful." And it only adds $45 to the price of the game.

Buying of video games was, however, a degree inhibited. The reason being that on January 26 and 27 a test case relating to videos was due to be heard in the House of Lords, the supreme court of the land. A local council had decided that there was a loophole in the law which would permit it to use extra powers against amusement centers and games generally. It decided that a video game was a display of moving pictures and was therefore subject to the rules governing safety at movie theatres. This interpretation of the Cinematograph Act by Westminster City Council was not as ludicrous as it seemed. The council, challenged on its ruling by the British Amusement Catering Trades Association (BACTA), the U.K. version of AMOA, won at the lower court, in the Divisional Court, and again in the High Court of Appeal.

A very worried BACTA now faced a situation where it was going to the last and highest court it could appeal to, the House of Lords. If it failed, then Britain's 80,000 video games would be at risk. After all, what operator is going to install a theatre's safety curtain in front of a video game! (Details of this case appear in a news feature in this issue.)

The case did keep people from buying video games in bulk, which rather spoiled the show's business for companies like Konami with promising games such as *City Bomber* and *Rack 'em Up* and the newcomers *Haunted Castle*, *Super Contra*, and *Labyrinth Runner*.

Atari Games, however, with a factory based in Ireland serving all of Europe, had wider horizons and *Blasteroids* made its first appearance. It was an updated *Asteroids* and the company hardly expects it to sell in the volume attained by its 1979 forerunner, but nevertheless the addition of colour, higher definition, better sound effects, and other refinements made *Blasteroids* a suitable successor.

Among other video games rated highly by the Europeans were SNK's *Time Soldier* and *Compact Heavy Barrel*, Sega's *Sonic Boom*, Taito's *Full Throttle*, and Capcom's *Tiger Road*.

In the pinball field, apart from Bally's *Escape from the Lost World* already mentioned, there was Gottlieb's *Victory* still popular and the new *Diamond Lady* with its card theme, while Williams introduced *Space Station*. Data East concentrated on *Laser Wars*, although it was clear that there was a new model on the way, likely to be introduced at the West German IMA show in Frankfurt at the end of January.

One hundred years of the phonograph, much-hailed as it is by AMOA, is having a somewhat muted effect on the European scene. A British manufacturer, Sound Leisure, already famed for its hand-built replicas of famous jukeboxes, has produced an exact replica of the Edison phonograph which got the whole thing going in 1888. It was selling at ATEI for $600.

Most of the other ATEI jukebox action was about compact disc, again inspired by the take-hungry breweries, although the operators themselves are not universally convinced that CD is the way to go. British manufacturers such as Music Hire Group and Arbiter Leisure both had CD boxes available, on hideaway units, while the forerunner of them all, Seeburg, had its *LaserMusic* CD box on display and NSM showed the *Laser City* combined CD and vinyl record box.

The prelude to a year of coin machine shows on the international scene, the London show was a sparkling example of what can be achieved with a little thought, a little effort, and a lot of money devoted to an eye-catching display. But it's always that, even in the bad times of this peaks-and-troughs industry. The extra sparkle was put there by a healthy industry currently enjoying a period of stability that wasn't overdue!

Arcadia Systems signed up a sole U.K. distributor in MAM Amusement Sales. L to r: MAM's Duncan McLellan and Mike Weston, Arcadia's Justin Heber, Rachel Davies, and Geoff Heath.

BACTA wins appeal in U.K. video case

by David Snook

My Lords Bridge, Ackner, Griffiths, Lowry, and Fraser demonstrated to the world on January 26 that their august House of Lords, although peopled by Britain's nobility, is not divorced from the real world. On that day they saved around 80,000 video games from the scrap-heap.

In an absorbing two-year tussle, the United Kingdom's video games had been placed under threat. This is what happened: The Greater London Council, which governs that city, took it into its head to try and close down London's games rooms. The council did not like amusement arcades and found a vague law to assist its bid to control arcades more tightly.

The council hit on the idea of suggesting that a video game was "an exhibition of moving pictures" as described in the Cinematograph Act. This was a Act of Parliament designed to ensure adequate safety standards in movie theatres.

The council's definition, or use of a definition, was not that unreasonable. When it was challenged on the ruling by the British Amusement Catering Trades Association (BACTA), in a test case, the council won! And then BACTA appealed to the High Court of Appeal and the council won again, albeit on a two-to-one split vote by the judges.

A serious problem had arisen. If the council could win the final case, BACTA's further appeal to the highest court of the land - the House of Lords - then the council could demand that every location with a video game should apply for a license under the Cinematograph Act. As the local councils administer and issue licenses, then the Greater London Council and any other town or city that doesn't like arcades could effectively close them down. All they had to say to each pub, arcade, cafe, or restaurant with a video game is that they must have a license. And before they have a license they must have so-many fire exits and a safety curtain across the screen!

Ludicrous? Of course it was, but the fact remained that up to the House of Lords stage the council was winning! According to the letter of the law, it was held that a video game was an exhibition of moving pictures.

By this time, the Greater London Council had been disbanded under local government reorganization, but it made no difference to the test case because the Westminster City Council took up the brief and pursued it from there. And the Westminster City Council in London has been a hotbed of anti-arcade motivation for some time. Westminster was the founding source of what has become known as the Amusement Arcades Action Group (AAAG) and pledged to bring amusement arcades across the country under closer scrutiny and control by the local councils.

"The local authorities were trying to create legislation out of an Act of Parliament which was never intended to apply to our industry."

Councillor Davies has attracted to his ranks a number of local councils, around 70 or 80; a small amount when it's considered that there are over 600 councils in all. But they have been noisy, gaining a great deal of media attention, and making much of scandals surrounding young people "wasting their time" in arcades and being permitted to gamble in them (the U.K. has slots with very small payouts).

If Westminster council could get the power to issue cinema licenses to video game sites, it would effectively control amusement arcades to the degree that it could make life intolerable and force them out of business.

Serious indeed, and the indications were that if they were successful in the House of Lords, then a number of other councils up and down the country would also jump on the bandwagon.

And that brings us to January 26 at the House of Lords. It must be understood that a legal action which reaches the House of Lords is not considered by all of the lords in concert. It is only the specialist law lords who hear the case, and in this particular action five of the nation's top legal brains sat in judgment.

As you might expect, half of the British coin machine industry held its breath for the two days set aside to hear BACTA's appeal. It was over in less than a day. Queen's Counsel Anthony Scrivener (representing BACTA) told the five law lords that the Court of Appeal ruling, if allowed to stand, would mean that any premises which had video games, such as golf clubs, fish and chip shops, public houses and hotels, would have to have a cinema-type license.

The point in the appeal was simply whether video games fell within the definition of "an exhibition of moving pictures." BACTA argued that "exhibition" meant a performance or event before an audience and cannot

refer to a game, even though it might be based to a large extent on a display of moving pictures.

Scrivener said the Court of Appeal's decision would lead to "various absurdities" and make a "total nonsense" of some of the legal provisions if they were applied to video games. A video machine had been provided in case the law lords wished to see a practical demonstration of a game.

Lord Bridge of Harwich commented, "I think we all have a mental picture of what the case is about, but I would not by any means be adverse to a little light relief of a demonstration." Lord Bridge later said that if the words "exhibition of moving pictures" were applied quite literally they should cover the old-fashioned type of carnival shooting ranges where ducks were pulled along as targets. "But a clay-pigeon shooting range is not an exhibition of clay-pigeon shooting," he added.

Scrivener said that some golf clubs had video golfing games but that players

"About 80,000 video games have been saved from the scrap-heap."

if asked, would not say they were giving "a golfing exhibition." Lord Ackner joked, "of course, he might be making an exhibition of himself!"

After the BACTA case had been heard and counsel for Westminster City Council had presented his case, an adjournment was called by the presiding judge, Lord Bridge. When both sides were recalled, Lord Bridge told Scrivener that the court "would not have to trouble him again."

Technically, then the five lords "reserved judgment" which meant that their judgment would be delivered in written form in a few weeks. But it was obvious from the abrupt end to the case, and a request for the BACTA side to nominate its costs, that the trade association and the British coin machine industry had won the right to continue to operate its video games without harassment from local authorities seeking greater controls over them.

After the case, Alan Willis, general secretary of the trade association, said, "The local authorities were trying to create legislation out of an Act of Parliament which was never intended to apply to our industry. They tried to widen the scope of the Act to include what they wanted to include, consequently, when it came to the House of Lords, a proper construction of the wording was used. The result clearly justified BACTA's pursuit of this case despite the setbacks in the earlier hearings."

Now the trade association has to count the cost. Although it has won its costs in the house of lords appeal and been awarded costs from the two earlier hearings as well, it is common for the victors in these long, drawn-out legal actions to get back only a portion of what it has actually spent. The alternatives, however, would not bear thinking about.

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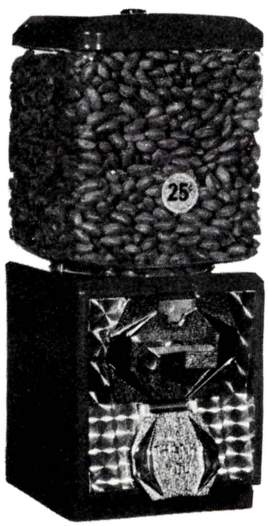

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M.O.M.A. Puts on a "HOT" Convention!

by Frank Seninsky

Minnesota Operators of Music and Amusements held its annual convention on February 12-14 at the Sheraton Park Place Hotel in Minneapolis.

Tami Norberg-Paulsen (r) new president of NOMA with her husband, Bryan (c) and Mort Ansky of Merit Industries.

Thirty-two exhibit booths were filled with the latest amusement games and supplies. The Minnesota distributors (Lieberman, Hanson, Beach, and Sweet) donated most of the equipment to a very successful MOMA auction. More than 200 people attended the banquet followed by awards presentations, drawings, the auction, and a wild Las Vegas Night.

Minnesota has an effective state association. MOMA legislative and legal counsel, Robert Latz, knows more about the workings of the political game than just about anyone in our industry. (I had the pleasure of working with Mr. Latz on the AMOA Washington, D.C. Legislative Conference). In addition to several important legislative projects, MOMA held successful state-wide pool and dart competitions this year.

So how did I come to be in Minnesota in the middle of the winter? I owe it all to Dick and Patty Hawkins of D&R Novelty, Rochester, and Tami Norberg-Paulsen, Harlow, Marleen, and Tim Norberg of C&N Sales, Mankato. They invited Karen and I to spend a few days visiting with them and their families before the MOMA convention and tour their route operations. This way I could get to see first hand what it's like to operate in Minnesota before I gave my management seminar on route profitability to all the MOMA members on Friday.

We arrived in Minneapolis on Wednesday morning and quickly found out what minus 32 degrees feels like. Back in New Jersey it was five degrees above zero and snowing. Dick Hawkins picked us up and drove us to his offices in Rochester. On the way I noticed there were 15 to 20 mile stretches of farms between each of the small towns. Remember, I'm used to driving in a region where each city is attached to the next one (no open space). I told Dick that it still takes our New York and New Jersey routemen 20 minutes to drive from one town to the next because they're only traveling between one to five miles per hour due to heavy traffic. And once they get to a location, there is absolutely no place to park.

Before leaving D&R Novelty the order went out to keep the large truck motors running all night for fear they wouldn't start in the morning. On normal cold nights these trucks are kept warm with electrical heaters, but this night was abnormally cold. By nightfall the streets of Rochester were empty. Hawkins winked when he told me that everyone must be inside by now playing pool and darts in the many leagues going on that night. Hawk then took me to several of his typical tavern and bowling

The C&N Sales family, seated l to r: Julie, Bob, Sherri, Marleen Norberg. Standing l to r: Tim Norberg, Karen Nagel, Tami Norberg-Paulsen, Bryan Paulsen, and Harlow Norberg.

alley locations. Heck, there were twenty pool tables (all being played on a Wednesday night) in one location. No way could this be a typical location. I saw what an impact leagues have in Minnesota where a location-owned pool table isn't likely to exist.

On Thursday, Tami took us over to Mankato to see the C&N offices. Tami and brother Tim are the third generation of Norbergs to be in the coin-op industry. Their dad, Harlow, can be credited with instilling integrity, enthusiasm, and a hard work ethic in his family. C&N is a large family-run company where all the members (in-laws included) get along terrifically.

I was just amazed to see an entire 30-foot stretch of wall taken up with hundreds and hundreds (maybe even thousands) of dart league forms and standings. Leagues are big business in Minnesota and the operators work hard at it. Almost everyone (and their spouses) in the C&N office participate in the dart and pool teams. Tami's pocketbook is never without her set of specialized, monogrammed darts.

I also toured the offices of Norm Pink and Gene Winstead at American Amusement Arcades. Norm is a past president of AMOA and Gene Winstead is now the past president of MOMA, since Tami just became president. AAA has a huge route comprised of all types of locations. There are two complete rooms just for the full-time staff necessary to run the pool and dart leagues. I found AAA to be very well organized and rank them as one of the largest routes in the country. I'll forever be indebted to Norm Pink for getting me the bowl of homemade chicken soup that he assured me would cure my cold. It did!!!

Several interesting comparisons between Minnesota operators and those of heavily populated states can be made. The video grosses are slightly more than half of what I'm used to but I have to spend nearly twice as much on new equipment purchases to gross the higher numbers. My payroll, electricity, insurance, and other expenses are also higher.

Pool tables in conjunction with well organized leagues will gross two to three times what we get back east, but there is the expense of running the leagues to consider. It is not all gravy, but the leagues tie the entire route together.

I learned that, bottom line, operators in all areas of the country come out pretty much the same. This is true because competition has a way of reducing profits to a barely reasonable (livable) level no matter what part of the country you are in. And, of course, the standard of living differences are a factor.

Much of my time and energy is spent deciding when to buy and when to sell games so I can get the best return on investment. In Minnesota, the operators put their time and energy into leagues and have found a way to make it all work for them. The operator is responsible for bringing people into the locations and the location owners really appreciate this kind of service. If it wasn't for the leagues in Minnesota, I don't see how operators could stay in business very long.

No matter how cold it was outside, it didn't affect the great warmth that I felt from the Minnesotans. The operators I spoke to promised me that the snow really does melt and that the grass really does turn green in the summer. I am looking forward to another visit this summer because I believe them.

At American Amusement Arcades, l to r: Gene Winstead, Norm Pink, Richard Hawkins of D&R Novelty, and Clyde Knupp. There are a total of seven "big fish" in this picture.

Besides those mentioned above, I'd like to thank MOMA Directors Ernie Woytassek, Hy Sandler (executive director), Jim Hannegan, Roland Beach, Jerry Borth, Todd Erickson, Ray Hibarger, and Linda Winstead for having me at the convention.

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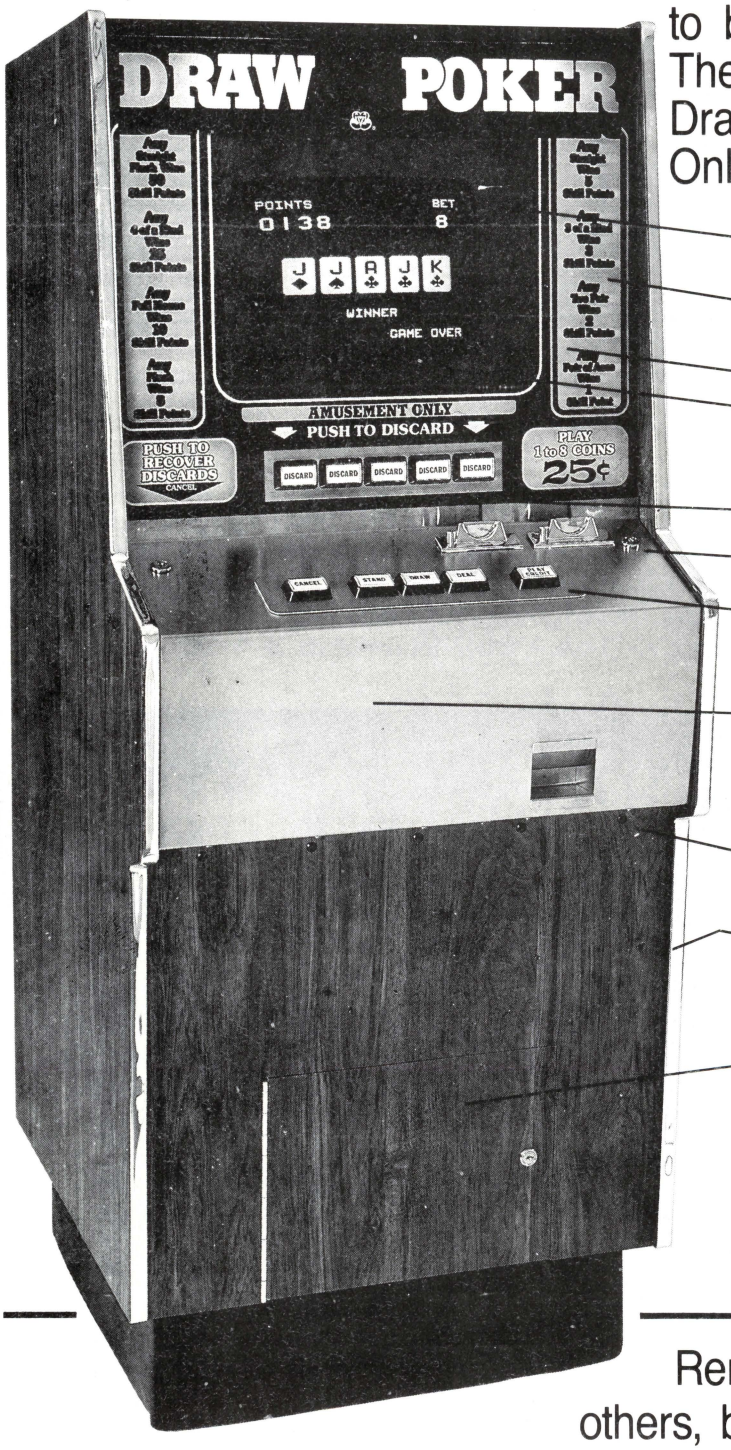

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SPRING BUYER'S GUIDE

Pinballs, Jukeboxes, Videos, Darts

Pinballs and jukeboxes represent the earliest categories of equipment in the coin operated entertainment industry and justly lead off our Spring Buyer's Guide of new and exciting product available for placement on location. Both pins and music have experienced a resurgence of interest recently and the new pieces highlighted here justify that renewed interest.

Videos are the single largest category at present and all the major manufacturers are represented on the following pages with their entrants in the spring buying sweepstakes. For ease in locating specific types of equipment, listings are divided under several headings: dedicated games, dedicated and kit, kit only, video novelties, video systems and hardware, and video card games.

Darts have taken a place of prominence in the industry over the last two years and made impressive revenue showings due to skillfully operated leagues around the country. Before you add to your dart supply or enter darts for the first time, see what the big three electronic dart makers are offering today.

PINBALLS

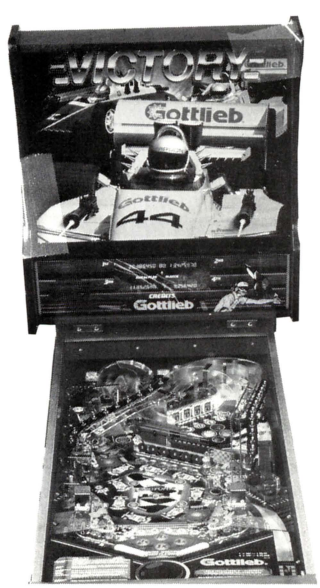
BLACKWATER 100
By: Bally Midway/Sente
Features: Exciting multiball, motocross style, with player-activated start gate. Multi-level playfield and five flippers for constant action. Shots with hills and jumps plus reverse angle playfield for added dimension.

SECRET SERVICE
By: Data East Pinball
Features: Challenging ramps, long shots, a ball-eating target, and the first instant two ball and three ball play. Spy-theme with music from famous tv shows and movies. All plywood cabinet and steel cashbox protector plate.

TX-SECTOR
By: Premier/Gottlieb
Features: Card game theme with innovative drop target bank design. Rollover Lanes, Diamond Sequence, Joker Special, Spades Drop Targets, Advance Jackpot, and Multiplier Special add to the action.

ESCAPE FROM THE LOST WORLD
By: Bally Midway/Sente
Features: Three dimensional special effects dominate a prehistoric playfield of craters, rocks, and a volcano. Look for the Bridge of Gold skill shot, a third flipper, Escape Gate, and Dino-Egg drop targets.

DIAMOND LADY
By: Premier/Gottlieb
Features: Card game theme with innovative drop target bank design. Rollover Lanes, Diamond Sequence, Joker Special, Spades Drop Targets, Advance Jackpot, and Multiplier Special add to the action.



VICTORY
By: Premier/Gottlieb
Features: New Vitrigraph playfield surface. Race-theme with skill shot check points, upper level playfield with set of flippers, "Fuel" drop targets, main level "Finish" targets, three main ramps plus short Sling-Shot kicker ramp.

JUKEBOXES

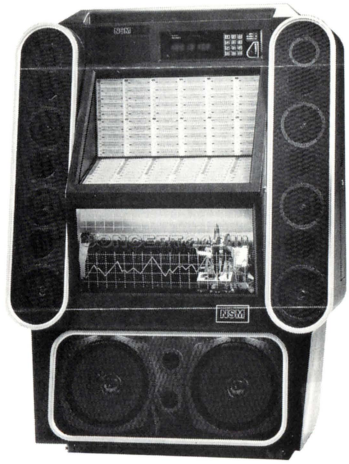
CYCLONE
By: Willliams Electronics
Features: Amusement park excitement complete with rotating ferris wheel, mystery wheel, and spook house shot. There are also two roller coasters, a shooting gallery, ball toss, and boomerang shot that add to the fun.

MAXX II
By: Entertainment Video
Features: A video music center with a big, 26-inch monitor on laserdisc video jukebox. Holds eight laserdiscs with 10 music videos on each disc. This unit also has advertising capabilities. Cabinet design puts emphasis on the large monitor atop a smoothly rounded base where selections appear on a large panel.

CITY IV
By: NSM-Loewen America
Features: Latest ES-IV technology, 160 selections, pricing ranges can be variably programmed by selector buttons. The most played records are advertised as Top 10 and indicated; least played records can be read out in service program. Two P245 speakers each installed in separate lower compartments and one high frequency speaker P130 and KK7 each at left and right side of the hood.

SPACE STATION
By: Williams Electronics
Features: Become a space station crew member, dock your craft with the mother ship, and prepare for multiball. Energized play with a sweep shot challenge, stop and score multiplier, and rescue jackpot.

LVM ENTERTAINMENT SYSTEM
By: Laser Video Music
Features: Optical laser disc technology combined with advanced microprocessor engineering to produce Lasersonic stereo and Laserview video. Select from music videos, comedy and sports clips when desired every month. Innovative cabinet styling, remote volume control, video output capacity to drive 10 satellite monitors, and audio output to interconnect with existing sound systems.

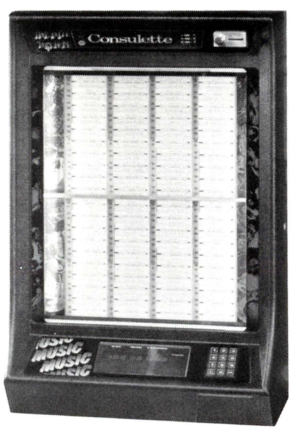


CONCERT 240 III
By: NSM-Lions
Features: Offers 250 selections with 2 x 200 watt music power coming out of 10 loudspeakers. Coin mech for four different coin values; three displays to show top ten, selected title, record playing, and credits after coin insertion. Computer guided playing mechanism, separate two channel digital volume control with reject function at cabinet rear wall; many optional accessories available.

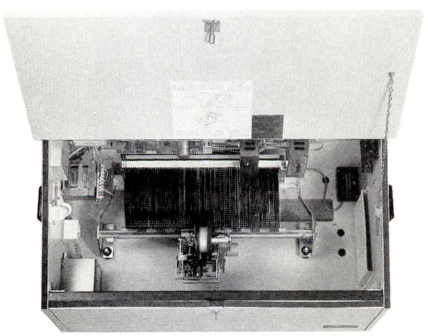
CONSULETTE ES III 200
By: NSM-Lions
Features: Remote control 200 selection wallbox with easily exchangeable title strips; specially designed to be connected to NSM/Loewen models E, ES, and ES III phonographs. Includes a control and credit unit that can be programmed individually. Single hits, group hits, and music groups available by pressing separate keys; compact selection keyboard, top ten, pricing and selection playing displays. Easy installation with NSM wall mounting bracket.

GALAXY 200
By: NSM-Lions
Features: Stereo amplifier with 2 x 200 watt music power, 200 selections on two title strip holders, three displays to show top ten, selected title, record playing, and credits after coin insertion. Eight loudspeakers in a stereo combination and lit-up sound chambers, two bass loudspeakers, four medium/high-frequency speakers, and two high-frequency speakers. Coin mech handles four different coin values.

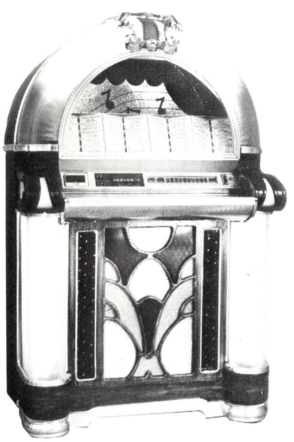
SOUNDMASTER COMPACT
By: NSM-Lions
Features: Upper cabinet offers individual programming by selector keys; credit, selection, and record playing indicated on displays; stereo speaker combination, presetting volume controls at bottom, coin mech for three different coins, large coin box. Lower cabinet has 160 selections, amplifier 2 x 100 watt music power, terminal for remote speakers, and transformer for additional wall boxes. Rosewood finish cabinet.



CONSULETTE ES IV
By: NSM-Lions
Features: For all NSM electronic music boxes and Hide-Away. Exchangeable title strips with 160 program titles, three displays for top ten (automatically determined by computer), selected title, record playing and credit following coin insertion. Coin mech for four different coin values, easy to operate selection keyboard, 10 easy to operate statistics programs, large cash box, and error diagnostic system.



HIDE-AWAY ES IV
By: NSM-Lions
Features: A music maker for small locations that affords guest-selectable music where installation of a conventional phonograph is not possible. A good partner for NSM Consulettes since its transformer offers the ability to connect up to two Consulettes. *Hide-Away* uses the same units as the electronic NSM phonograph of the E series; those units are interchangeable with the *Hide-Away*.

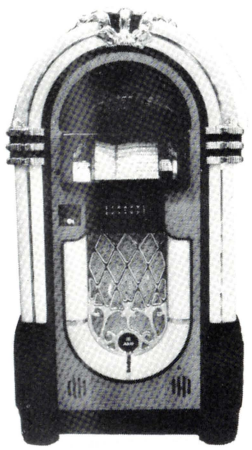


NOSTALGIA 1000
By: Rock-Ola
Features: Styled with the look of the jukeboxes from the golden era of the 40's, 160 selections, two 12-inch speakers and two six-inch speakers. Voltage regulated system for accurate indexing, Opto-Sensor record selecting system, and Accu-Trac tone arm with diamond stylus. Accessories include dollar bill validator, microphone kit, remote volume control, wall boxes, and converter kits. The front doors are handcrafted in Mexico.

496 and 496-CDX
By: Rock-Ola
Features: David Rockola signature model, available in Sea View (Model 496-1) and Bronze (Model 496-2) with back-lit touch pad selection switch and simplified PC board, illuminated program selection number strip, illuminated area for $1 and $5 self-feed bill acceptor with stacker, lighted speaker grille area with 100 watt 12-inch speakers, all new simplified compact power supply. Also available as Compact Disc/45 RPM Phonograph (Model 496-CDX).

45/CD COMBO
By: Rowe
Features: Six new and exciting CD discs in the elegant R-91 Golden or Sapphire phonograph with 160 selections. New design with horizontal surfaces prevents customers from placing food or drinks on the unit, redesigned digital display for record playing, your selection, and credit remaining. Powerful 130-watt amplifier, rear-lighted graphics and flashing lights that pulse in time with the music, $1 and $5 bill acceptor.

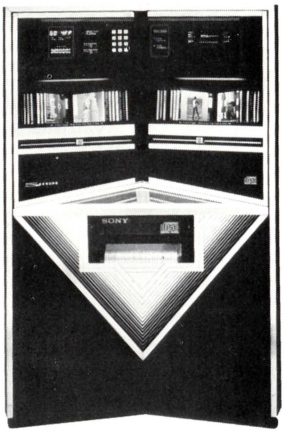
GOLDEN 92
By: Rowe
Features: Powerful 130-watt amplifier, redesigned magazine mech, rear-lighted graphics and flashing lights that pulse in time with the music, easy to read number strips, and raised title rack for easier viewing. A 200 selection phonograph with bill acceptor for $1 and $5, and sophisticated central computer providing complete operator control for programming the machine to match the location. Available in bronze color.



RB-2 and RB-8
By: Rowe
Features: The vintage exterior of classic jukeboxes mark these models that offer the R-91 mechanism. The RB-8 has more detailing, including eight bubble tubes and changing colors on both the front grille and side columns. For the look of the same era in an economy model, select the RB-2 that has no bubble tubes and fewer changing colors. Both have fine clarity of sound to match the exterior good looks.

R92V VIDEO JUKEBOX
By: Rowe
Features: Large 25-inch color monitor, up to 40 video selections and 160 audio with programming for rock, pop, country, and urban contemporary. A smaller unit holding 20 video selections is also available and can be upgraded later. There's a self-programmable message center and optional equipment including remote volume control and cancel assembly, additional monitors, and WRF solid state wall box.

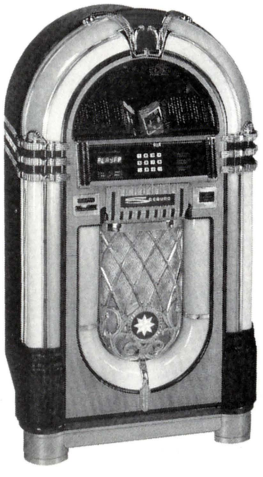
SAPPHIRE 92
By: Rowe
Features: Identical features of the *Golden 92* available in a sapphire blue cabinet. Optional equipment on both phonographs include automatic bill stacker, extension speakers, remote on-off switch and volume control, amplifier accessory board assembly, choice of coin acceptors,and WRF solid state wall box. Rowe also offers the *Hide Away RI5 Console*, not pictured.



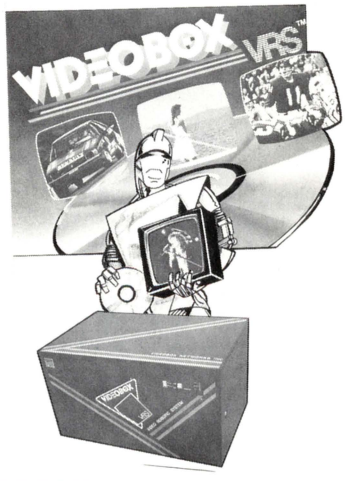
LASER MUSIC SCD-1A
By: Seeburg
Features: The first all CD unit holding 60 discs for a total of over 600 music selections. Three plays for $1, 18 plays for $5; bill validator accepts $1, $2, and $5. Single-key entry, a removable magazine and title cover holder for easy disc installation and changes, and a stereo amplifier providing 200 peak watts per channel. Customers can select an entire disc or individual song.

SONATA 1050
By: Sonata Corp.
Features: Introduced well before the revived interest in the look of vintage jukeboxes, this one is a replica of the Wurlitzer *1050* with all the detailing of those famous units of the 40's. The styles were a tribute to the designers of the era who took the jukeboxes from the ordinary and elevated them to an artform.

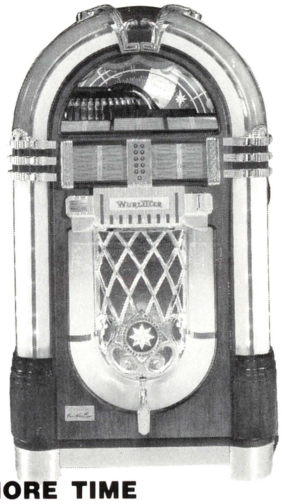
VIDEOBOX VRS
By: Videobox Networks
Features: Laser disc Video Robotic System that allows for continuous playing of any combination of entertainment programming. VRS converts an owner's message to programming on a custom tape that can be alternated with videos. The unit has a 12-hour storage capacity utilizing both sides of six laser video discs, providing a large data base accessed through a microcomputer and easily integrated with any existing audio and TV monitor system.



LASER MUSIC CLASSIC
By: Seeburg
Features: Easily read title cards with full artist graphics for generating more plays on this jukebox with a classic design. Seeburg Hot Hits discs feature selections from the top 50 singles chart plus a separate 21 song All Occasion favorites disc. Modularly designed parts and assemblies interchangeable with the SCD-1A, all cast-metal ornamentation, and solid wood custom made cabinet.



VIDEOBOX
By: Videobox Networks
Features: A laser disc entertainment system with easy to use free play and bonus controls, disc side popularity screens analyze which are hot and which are not, censor control over all videos, disc changes and additions accomplished in 30 seconds. The unit accommodates up to 1,000 selections or 60 hours of entertainment. Selection listing is alphabetical by artist or title.



ONE MORE TIME
By: Wurlitzer
Features: In the design of the most popular jukebox ever produced, Wurlitzer recreates its model *1015* with back-illuminated rotating colour drums and a pulsating light band. Music power is 200 watts with six speakers and 3-way stereo system. The microprocessor controls all functions including credit and bonus programming. There are 100 selections; options are infrared volume control and bill acceptor.

SL 950
By: Wurlitzer
Features: The latest in the SL series with a new, sleek cabinet design and offering 200 selections on easy to read title strips. Black and silver cabinet, large three digit LED display for credit selection and record playing. Microprocessor controlled, play sequence alternatively either according to selection sequence or according to location in record magazine.

SL 600
By: Wurlitzer
Features: A 160 selection unit with four loudspeakers in a two-way stereo system, automatic top tunes selector of location hits, three digit LED display indicating credit selection and record playing, electronic popularity meter, and turntable unit with condenser synchron motor. Remote selections are available from a standard wall box via adapter.

TAROCK
By: Wurlitzer Features: Oak veneer cabinet with plug connectors for auxiliary amplifier, external speakers, and microphone. Offering 160 selections, microprocessor controlled electronic credit accumulator, easy to change play prices, and electronic selections storage. Records are stored in a vertical position and played in a horizontal play position. Automatic top tunes and selector of location hits.

SL 800
By: Wurlitzer
Features: A total of 200 selections with 200 watts of music power and available with bill validator. Microprocessor controlled, three digit LED display indicating credit selection and record playing, automatic top tunes selector of location hits, plus electric coin counter, service checks, and popularity meter. Eight loudspeakers in a four-way stereo system.

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DARTS

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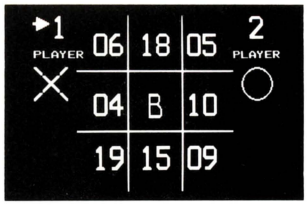
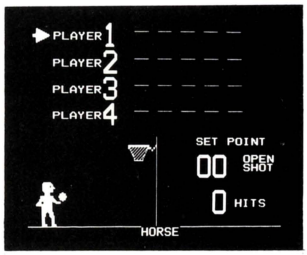
ARACHNID WEB
By: Arachnid
Features: An easily mounted front face plate that surrounds the target with a dart catching web. Introduced as an update part for the *Super 6, 4500, 5000* and all Arachnid dart models back to the *1000*.

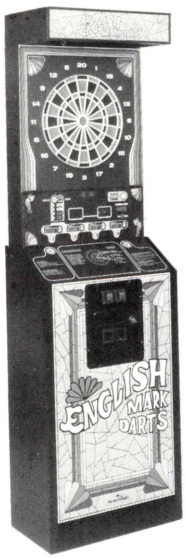
SPIDER WRITER
By: Arachnid
Features: New for *Super 6*. Allows custom messages with words, numbers, and graphics. All boards produced after July 24, 1987 have this as a standard feature; earlier models can be updated.





SUPER 6 PLUS
By: Arachnid
Features: An easy update kit offering two new games, Tic Tac Darts and Horse. Tic Tac Darts brings a familiar game to the dart grid with X's and O's and points to score. Horse is based on the street basketball game.

CRICK-KIT
By: Merit Industries
Features: Adds Cricket and Baseball to all *Bull Buster* and *Pub Time Darts*; add-on module. Easy to install kit, exclusive new game credit system, extra scoreboard and message center.

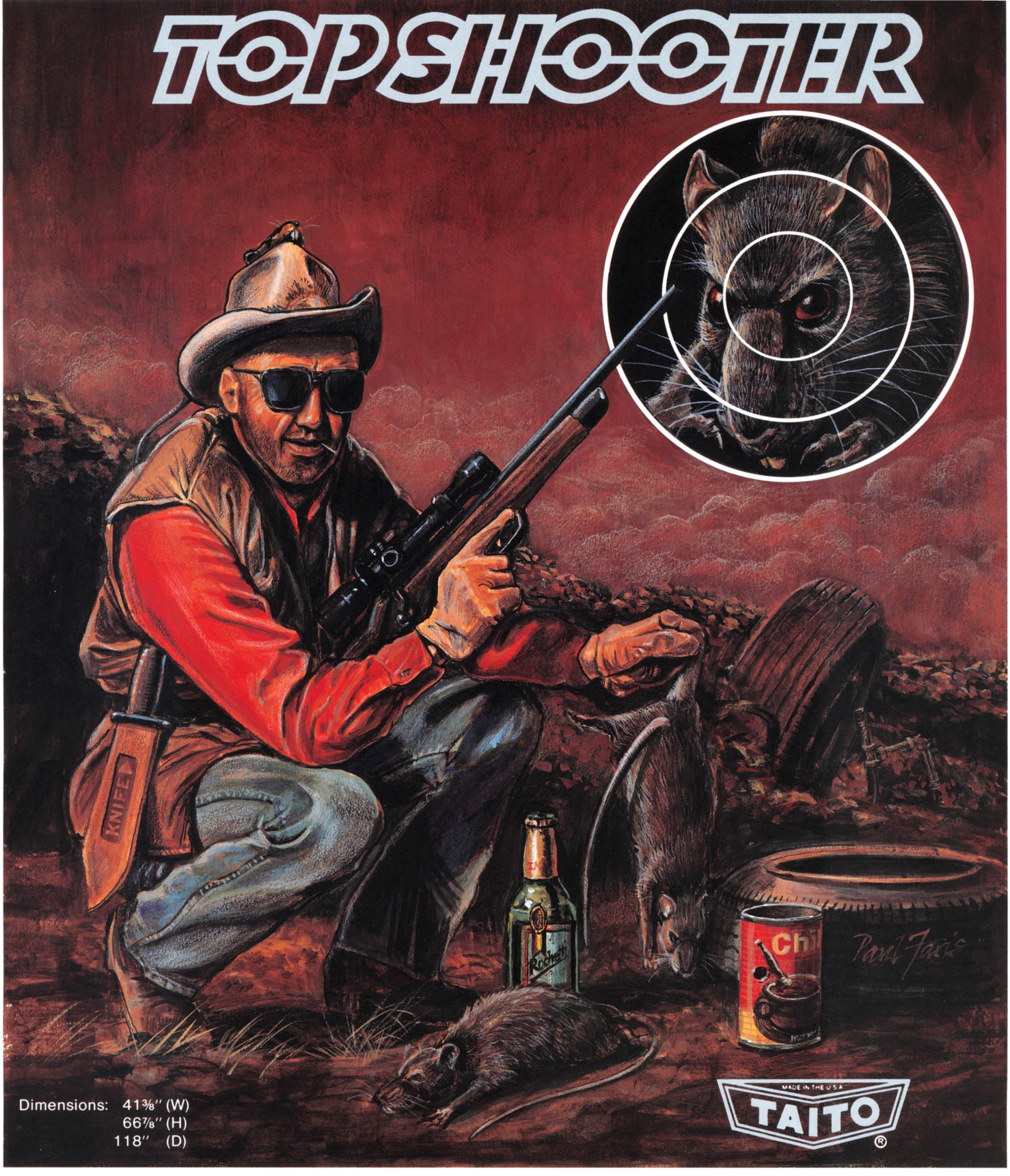


ENGLISH MARK DARTS 4500
By: Arachnid
Features: Durable Lexan top and bottom panels, touchswitch front panel, simplified maintenance, fast bulb changes from the back, fewer electrical components; four popular games with 25-cent and 50-cent plays.

SUPER 6
By: Arachnid
Features: A new generation of English Mark Darts with 9-inch video monitor replacing an LED. Allows more elaborate scorekeeping, choices for 25-cent and 50-cent games. Cricket and Baseball strategy games have been added.

CRICK-KIT 4500 & 5000
By: Merit Industries
Features: Low cost, easy to install Cricket Darts that can be added to Arachnid model *4500* and *5000* games in the field.

DELUXE BULL BUSTER DARTS
By: Merit Industries
Features: Includes Cricket and Baseball, bright overhead display, output for remote video monitor available, catch ring that saves dart tips and improves players shooting, accurate scoring.



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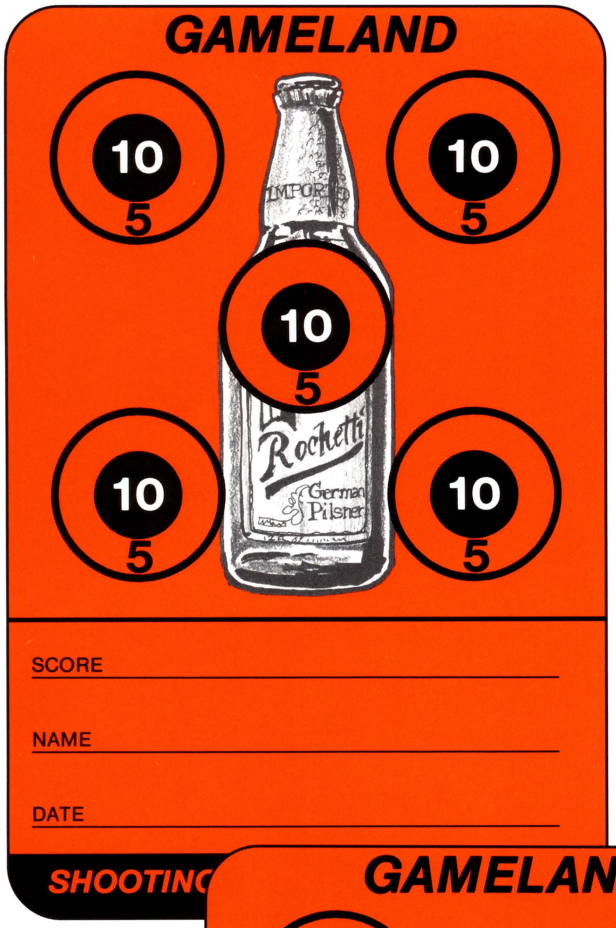

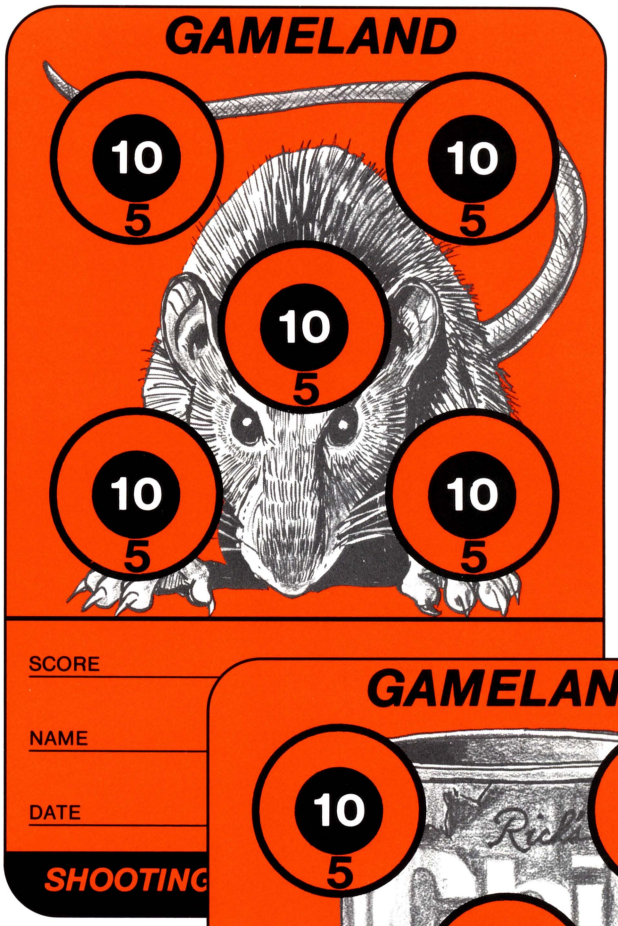

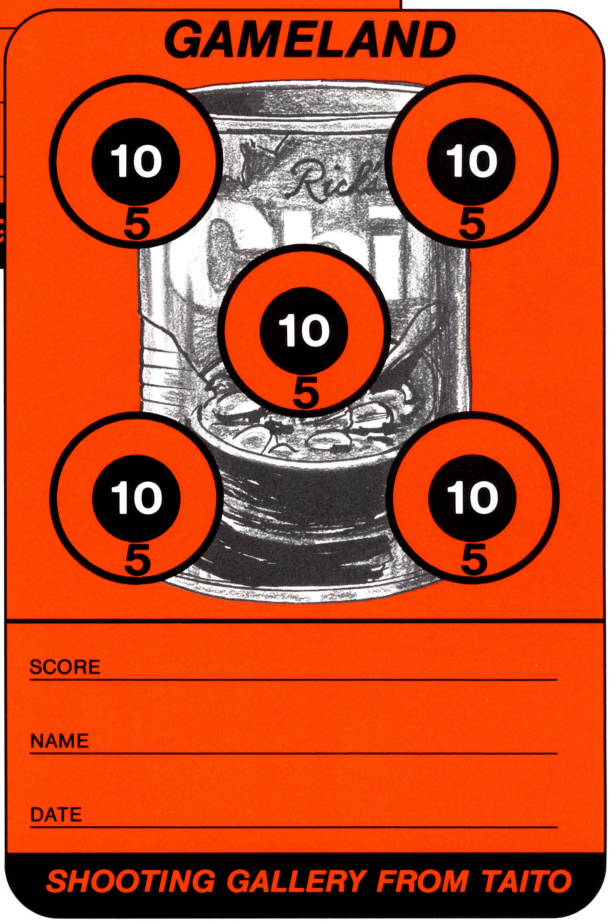

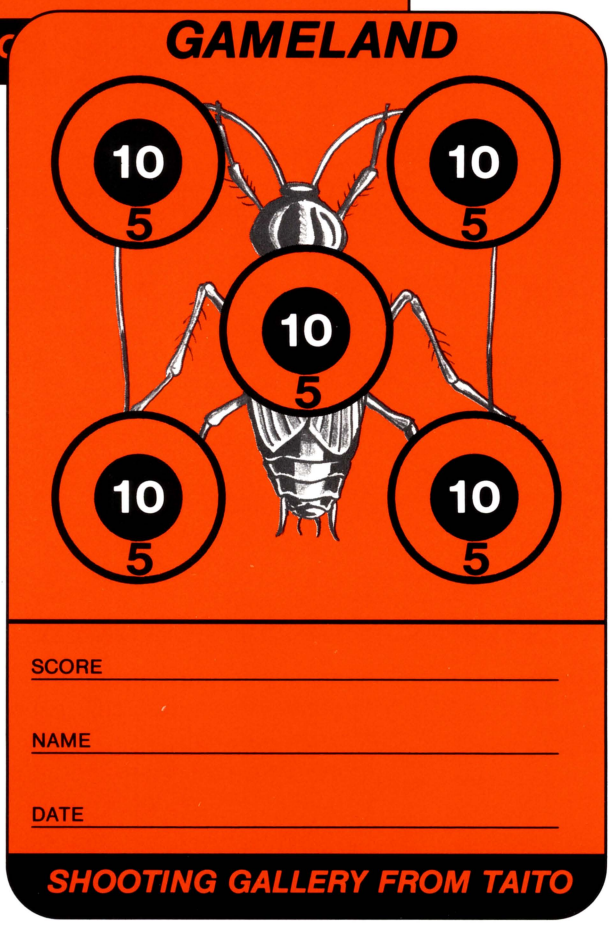

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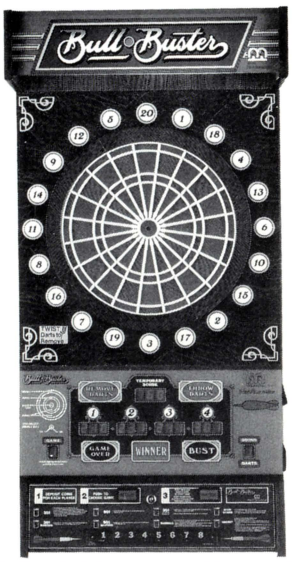


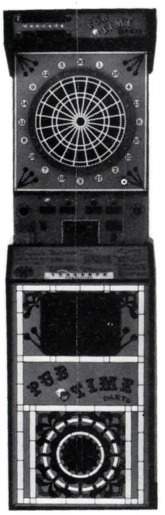
DELUXE WALL MOUNT BULL BUSTER DARTS
By: Merit Industries
Features: Space saving with swing-out front door servicing, dual coin slots, built-in cash box, eight popular games, double bullseye, upgrade capability, and target catch ring that saves dart tips.

DELUXE WALL MOUNT PUB TIME DARTS
By: Merit Industries
Features: Space saver that comes with mounting bracket, front door servicing, and built-in cash box. Double bullseye cricket, dart catch ring, and all eight popular dart games available.

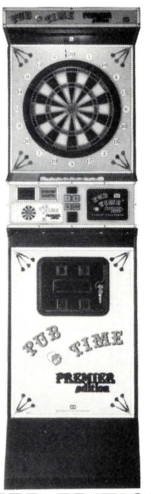
VIP™

VIP
By: Merit Industries
Features: Video Interface Processor unit that allows for remote TV display hookup for tournament and spectator enjoyment. Program custom messages on the easy keyboard. Can be used as video billboard unit.

FOUR PLAYER CRICKET
By: The Valley Co.
Features: Exclusive four player version of Cricket as an option for both *Cougar Darts* and *Royal Darts* in an easy to install kit. One-to four-players select conventional or cut-throat Cricket.



DELUXE PUB TIME DARTS
By: Merit Industries
Features: Double bullseye cricket, target catch ring, eight popular games, new larger cash box, expansion capability for the future. Simple hookup to any TV brings the crowd into the action; can program custom messages.



PREMIER EDITION PUB TIME VIDEO DARTS
By: Merit Industries
Features: New, colorful cabinet in choice of two decors; all targets come with double-bullseye and target catch ring. Target section swings down to horizontal rest position; total access to all components provided.

COUGAR DARTS
By: The Valley Co.
Features: American size target, high-density overhead LED player/score display in team/league format, front upper panel that swings open for service, and automatic instant advance. Select from 10 games.

ROYAL DARTES
By: The Valley Co.
Features: International size target, steel double slot/double door coin mech, large coin box, fiber filled nylon target segments, software and hardware plug-in for dollar bill acceptor. Select from 10 games.

VIDEOS: DEDICATED ONLY

BLASTEROIDS
By: Atari Games
Features: Blast through four different galaxies filled with asteroids and challenging obstacles in this update of the classic, *Asteroids*. Meet one of video's ugliest villains, Mukor, of green slime descent. Two player game with buy-in and add-a-coin.

VINDICATORS
By: Atari Games Features: Futuristic graphics and throttle controls in a high-tech tank cabinet. One-or two-players customize battle tanks and face invading barbarian forces bent on capturing the galaxy.

STREET FIGHTER
By: Capcom USA
Features: One-or two-players engage in martial arts battles on various backgrounds. First introduced in an oversized cabinet with punch pads, it is now available in a standard upright with regular joysticks and buttons.

QUARTERBACK
By: Leland Corp.
Features: Big 25-inch screen, spring-loaded joystick for complete control of passing and kicking, plus action button for tackle, jump, and dive. Stat storage maintains statistics, win-lose records, and difficulty levels. Upright or sit-down.

PACMANIA
By: Atari Games
Features: Pac-Man returns with "bounce" power and travels through a world of 3-D mazes. He gobbles green and red power pills while avoiding two new ghosts. Four difficulty settings are offered along with bonus thresholds.

BLASTED
By: Bally Midway/Sente
Features: Wide-angle and telephoto views highlight this amusing one-or two-player game with buy-in. A unique gun handle/joystick combination allows one-handed play in combating the enemy Cyborgs. 100 different building settings.

SUPER CONTRA
By: Konami
Features: Two-player interactive with buy-in and continuation; vertical monitor. The Red Falcon Organization returns in this sequel to *Contra* and guerrilla warfare is again needed to combat the RFO and relentless aliens.

R-TYPE
Nintendo of America
Features: Maneuver a powerful R-9 interstellar craft on a mission to destroy evil forces in the cosmos. Use R-Type lasers to repel the enemy in eight stages of battle leading up to the final confrontation.

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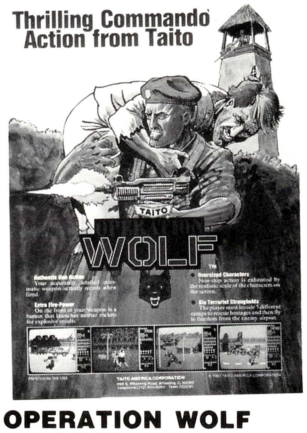
NINJA WARRIORS
By: Romstar
Features: A three-monitor piece with all the running, jumping, and fighting moves so popular today. The man/ machine Ninja infiltrates a dictator's stronghold and faces the enemy army. Two players, fine graphics and sound, continuation feature.

GUERRILLA WAR
By: SNK Corp.
Features: An eight-way rotary joystick controls movement in this guerrilla warfare that strives to liberate citizens from an oppressive government. For one-or two-players with buy-in and continuation/multiple coin-up option.

TECMO BOWL
By: Tecmo
Features: Realistic movement on a double monitor video. One-to four-player football game with pass button, tackle button, and joysticks. Buy-in feature, continued playing time, and bonus time awarded for special moves.

HEAVY BARREL
Data East
Features: Available as dedicated and vertical kit, a two-player simultaneous action military game in which the player defends a subterranean fortress from a terrorist army amassing a nuclear strike.

THUNDERBLADE
Sega Enterprises
Features: Jet helicopter simulator in deluxe sit-down or upright. Control stick, speed throttle, and missile launcher for use in high action surface and air battle adventures. Detailed graphics and 3-D perspective.



OPERATION WOLF
by: Taito America Corp.
Features: A search-and-rescue mission made memorable by an unusual cabinet configuration, recoiling gun action, and oversized screen characters. Invade terrorist strongholds and travel through five enemy camps to the final escape route.

VIDEOS: DEDICATED & KIT

GALAGA 88
By: Atari Games
Features: One-or two-player alternating shooting game with add-a-coin. Comes dedicated or as rom kit to update *Dragon Spirit* and *PacMania*. Players fight the mighty Galaga Army Corps as in the original *Galaga*.

VIGILANTE
Data East
Features: Choose this one as dedicated or kit for horizontal monitor. Engage in the excitement and strategy of real street fighting to defeat thugs and deadbeats blocking the pathway to saving a maiden.

CHEYENNE
By: Exidy
Features: Wild west gun theme game where the player takes on the task of defending Buster Badshot. The gun has an unbreakable cast aluminum stock.

COMBAT
By: Exidy
Features: Combat-theme gun game with realistic play action and the same high-resolution graphics found in Exidy's line of gun games.

CROSSBOW
By: Exidy
Features: A multi-stage shooting game that's equipped with a mounted crossbow gun. As a dedicated upright game or as a conversion for the original *Cheyenne*.

STRIKE ZONE BASEBALL
By: Leland Corp.
Features: Sporting fun in the baseball arena for one-or two-players. Controls include two joysticks for pitching, one for batting. Dedicated or conversion kit, upright or sit-down models.

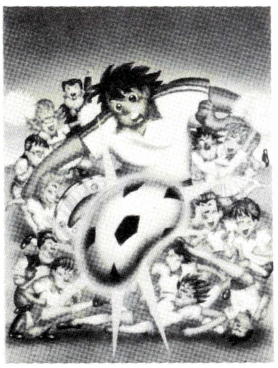
CHILLER
By: Exidy
Features: Upright video with torture chamber theme. Following on the heels of the many successful big screen films of the horror film genre.

CRACKSHOT
By: Exidy
Features: An upright or kit to convert other Exidy gun games. This one has eight target phases and pop-up targets. Players get to select their target phase.

HIT 'N MISS
By: Exidy
Features: Shooting gallery game of general appeal. Available as a dedicated game or as a kit to upgrade any of the existing Exidy gun games. Also available, *Who Dunit*, the newest Exidy release.

VIPER
By: Leland Corp.
Features: Undertake a helicopter mission and choose weapons from Crazy Ali's Warehouse of missiles, lasers, and machine guns. Available as dedicated or kit to convert *Danger Zone*.

VIDEOS: KITS ONLY



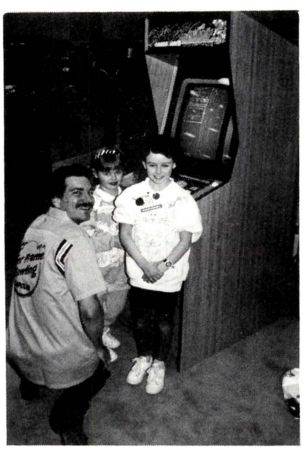
FREE KICK
By: Merit Industries
Features: Soccer competition on an international level with 64 stages and screen changes. Guard goals with a paddle-type defender and maneuver trick shots. One-or two-player game in vertical kit, dedicated cabaret, or *Supertop* countertop.

1943
By: Capcom USA
Features: First appeared as dedicated, then kit. War zone combat theme for two players with buy-in. The player boards aircraft P-38 Lightning, and embarks on a mission to destroy targets in 16 stages.

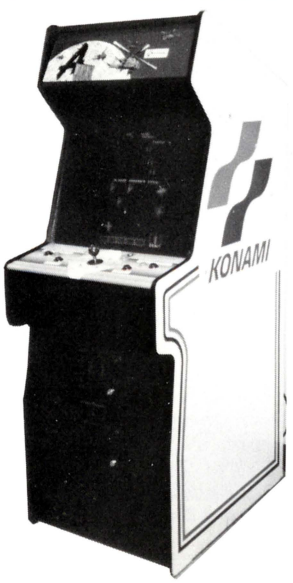
OSCAR
By: Data East USA
Features: A generic, horizontal kit where players become a space cop fighting off machine-like creatures. Weapons include ground missiles, grenades, jumping power, gun cannons, and the psycho control unit.

HAUNTED CASTLE
By: Konami
Features: Six bone-chilling stages are included in this horizontal monitor kit for one-or two-players. An evil vampire interrupts a couple's honeymoon and the groom must rescue his bride, gaining weapons along the way.

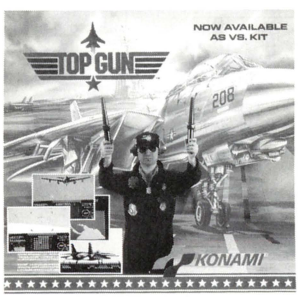
TOUCHDOWN FEVER
SNK Corp. of America
Features: Pro football action for four players in stand-up cocktail table or vertical, two-player conversion kit. Over 100 formations for passing and running. Players face each other or play the computer controlled team.



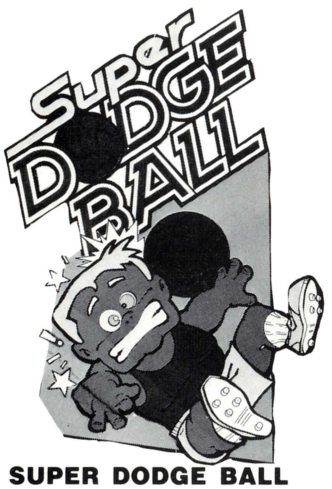
CAPCOM BOWL
By: Capcom USA
Features: Seen at ACME as *Beer Frame Bowling*, an upright or cocktail kit designed for universal appeal. Features include a trac-ball control and rewards given when players score strikes.



A JAX
By: Konami
Features: Aerial combat to save the earth from conquest by enemy forces. Vertical monitor kit with two-and three-dimensional stages. Controls include joystick and three buttons for missile, machine gun, and super weapon.

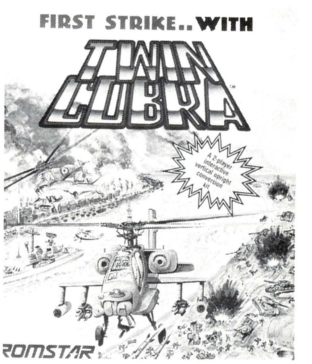


VS. TOP GUN
By: Konami
Features: Dangerous top secret missions appear in this VS. System game for one player. Continuation feature and control panel with one joystick and buttons for missile/speed down and machine gun/speed up.



SUPER DODGE BALL
By: Leland Corp.
Features: Fast action one-or two-player universal conversion kit. Players become members of the USA dodge ball team and face formidable opponents from around the world. Multi-level with six colorful backgrounds.

KAGEKI
By: Romstar
Features: A two-player simultaneous boxing game set in a back alley, with unexpected amusing touches. Vertical conversion kit that brings a comical fighting game to locations.

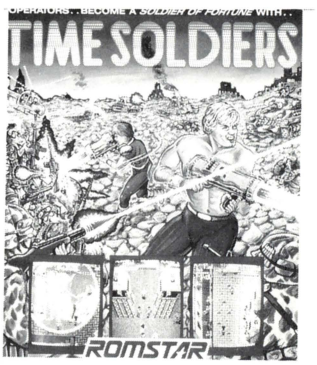


TWIN COBRA
By: Romstar
Features: Continuous play, simultaneous two-player action that sends the player over jungle terrain and ocean battle seaports using special hyper weapons and conventional missiles to destroy all enemy targets. A vertical kit.

ARKANOID 2/ REVENGE OF DOH
By: Romstar
Features: The *Arkanoid* challenge continues in this one-player sequel to the successful maze game. Skill and reflex action required for this vertical upright and cocktail conversion kit.

TERRA FORCE
By: Nichibutsu USA
Features: Horizontal monitor kit, a one-player spaceship combat game. The player chooses, at will, a vertical or horizontal playfield scroll by launching a hyper-missile. Six scenes ending in a final battle.

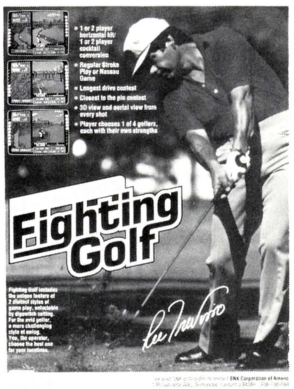
THUNDERCADE
By: Romstar
Features: A simultaneous mission game designed for two players who are charged with the task of ultimately destroying a nuclear power plant once they penetrate behind enemy lines. Vertical conversion kit.



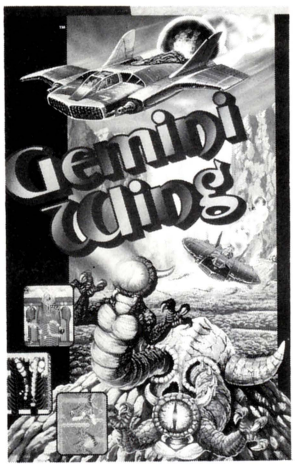
TIME SOLDIERS
By: Romstar
Features: Action shooting game for two players who must save five comrades kidnapped and trapped in time. Players enter six different time periods with special graphics and music; for vertical monitors.

SUPER QIX
By: Romstar
Features: Reminiscent of the original *Qix*, but in this one players must clear 75 percent of the screen. A one-player maze game with continuous play; a vertical upright universal conversion kit.

SHINOBI
By: Sega Enterprises
Features:
Rescue/adventure with five different stages and 25 distinctive missions; final confrontation with the master force. Horizontal kit with joystick and three buttons for jump, weapon, and special power.

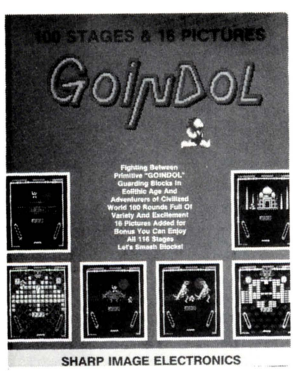


FIGHTING GOLF
By: SNK
Features: Regular stroke play or Nassau game in this one-or two-player horizontal kit or cocktail conversion. Players choose one of four golfers. Longest drive and closest to the pin contest; 3D view and aerial view from every shot.



GEMINI WING
By: Tecmo
Features: Two-player vertical conversion kit, futuristic theme with 3-D graphics, buy-in system and continuation. Joystick, fire button, and gunball power button. Two speed levels and bonus points.

AIRWOLF
By: United Amusements
Features: Action-packed helicopter fighting game based on the television series. Horizontal monitor kit with one joystick and two fire buttons for air-to-air and air-to-ground weapons; extra fire power and turbo boosts.



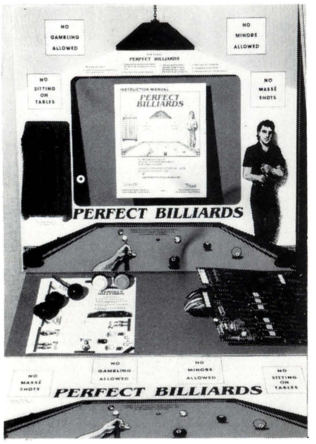
GOINDOL
By: Sharp Image
Features: One-or two-player universal vertical kit for upright and cocktail. Players have 16 bonus screens in 100 rounds for 116 challenging stages. Prehistoric characters encountered along the way.

PYROS
By: Taito America
Features: Ghouls, monsters, and castles dominate this near fairy tale adventure kit. Pyros, the hero, must save Erika, who's under the spell of the evil warlock, Wardner. Four stages to clear before meeting the master of evil.

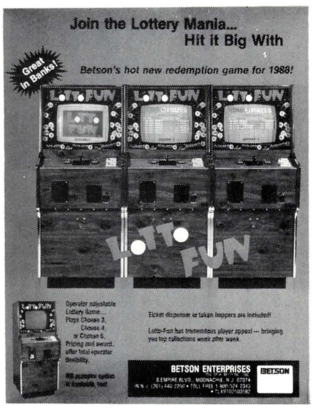
SILK WORM
By: Tecmo
Features: Battle adventure with helicopters and tanks. One-or two-player interactive horizontal kit with game continuation and buy-in. Action on land, sea, and air with realistic graphics.

MISSION XX
By: United Amusements
Features: Action/adventure for vertical monitor games. An extra fire button for air-to-ground salvos aimed at tanks and bunkers below. Continuous play; normal and difficulty settings.

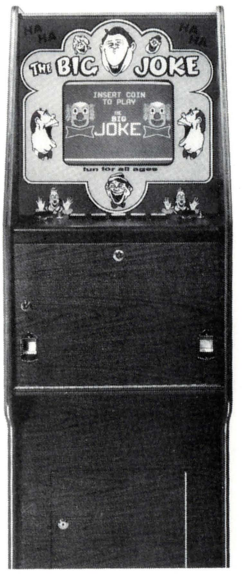
VIDEOS: NOVELTY



PERFECT BILLIARDS
By: United Amusements
Features: Horizontal kit with continuous buy-in for one-or two-players. Complete 32 different levels, each with a challenging billiard table layout. Controls include joystick and fire button.



LOTTO FUN
By: Betson
Features: Lotto number matching fun with joystick and button controls. Players select numbers for an on-screen lottery card, then await possible match ups with numbers on bouncing balls.

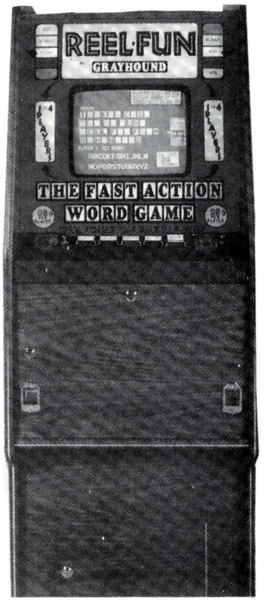


THE BIG JOKE
By: Grayhound
Features: A joke matching game that comes dedicated or complete conversion kit. Can be used in countertop, cocktail, or upright cabinets; for vertical or horizontal monitor. Retrofit kits convert existing Grayhound games.

REFLEX
By: Grayhound
Features: Reflex entertainment and message system that provides for computer graphic advertising and typed messages. Available in both vertical and horizontal kits; for one-or two-players.

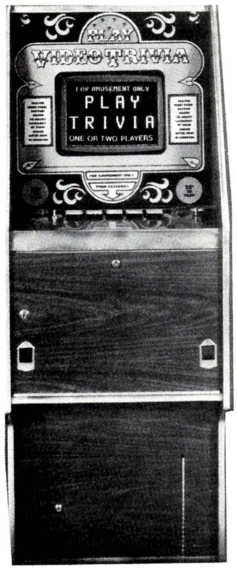
EXTERMINATION
By: World Games
Features: Enter secret caves and pick up special weapons in this multi-level, fast action shoot 'em up two-player universal vertical kit. Two joysticks, fire button, and power button; buy-in and game continuation.

MATING GAME
By: Betson
Features: Enter your name and birthday along with your friend's name and birthday and get a personality and compatibility profile. Adjustable pricing, dollar bill acceptor.



REEL FUN
By: Grayhound
Features: Challenging word game with 25,000 puzzles. One-to four-player option, scoring wheel, clock time option and more. Easy to install kits for vertical, horizontal, cocktail; also retro-fit kits.

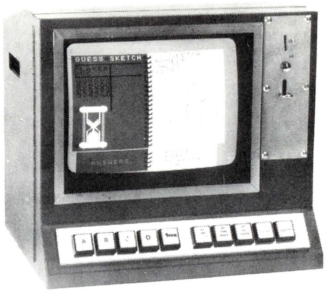
SUPERBEAR or SUPERBOWL
By: Grayhound
Features: Form a winning pattern of bears or football players and cheerleaders dy discarding undesirables and drawing replacements. Available upright, countertop, or cocktail.



VIDEO TRIVIA
By: Grayhound
Features: Just pop in a chip to add categories in this trivia game that comes upright, countertop, or cocktail. Select from sports, general information, entertainment, science, movies, and more.

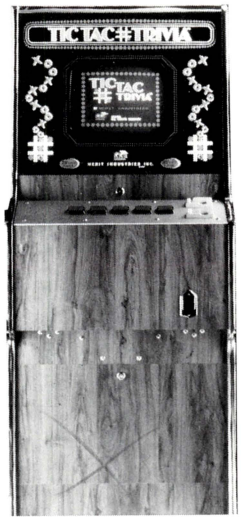
TRIVIA WHIZ SERIES
By: Merit Industries
Features: Choose from *Trivia Whiz I, II, III, IV,* and *Trivia V* with questions from the 50's through 80's; plus *Sex Trivia*. Available in quik-kit updates for existing trivias, also kits, dedicated, and countertops.

PHRAZE CRAZE
By: Merit Industries
Features: Over 30,000 phrases in memory. Super bonus with built-in strategy, adjustable game length, all time and daily high scores, bookkeeping. Also *Sex Phraze Craze*. Upright, cocktail, and countertop.

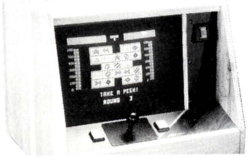


GUESS-A-SKETCH
By: Status Games
Features: An addition to the Status System II and simple conversion from System I; also a universal kit for uprights and countertops. A challenge of identification, creative, and reflex skills with thousands of sketches possible.

TRIVIA MADNESS
Kramer Mfg.
Features: Video trivia with five categories and 10,000 questions. Available in dedicated upright, countertop, sit-down version, or complete conversion kit. Operator-selectable game play and one-to five-player option.

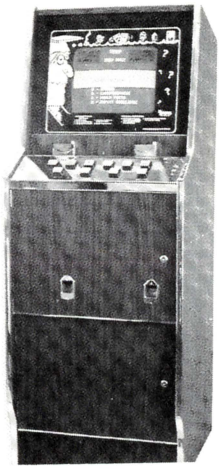


TIC TAC TRIVIA I, II, and III
By: Merit Industries
Features: Trivia with tactics for one-or two-players. All new 10,000 questions; also *Lightning Round Tic Tac Trivia*. In kit, cabaret, or countertop. Video Billboard available for on-screen advertising.



MATCH 'EM UP
By: Merit Industries
Features: Match hidden pairs and clear each screen of zany characters. Various skill levels for one-or two players, buy-in feature. Upright, kit, or countertop. Also available, *Sex Match'Em Up*.

SUPERTOP
By: Merit Industries
Features: A video countertop system with easy access to power supply and logic board.

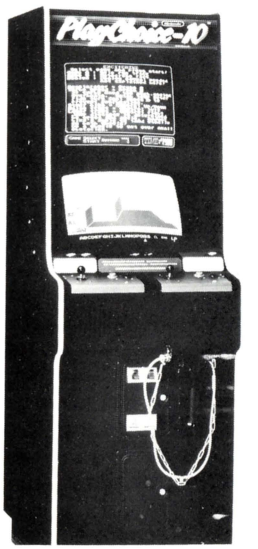


SUPER TRIV III
By: Status Games
Features: A universal kit or dedicated countertop that does away with changing chips. Twelve new categories built into the game including joke, sex, sports, and entertainment. An update for the System I or any Status game.

VIDEOS: SYSTEMS/CABINETS

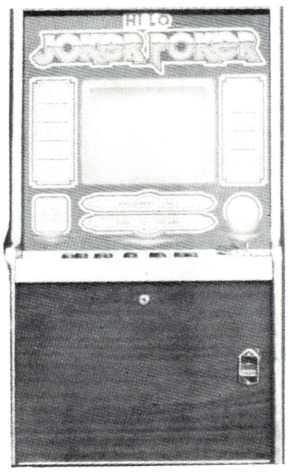
SUPER SELECT SYSTEM
By: Arcadia Systems
Features: Each game for the system comes on the Megaboard plug-in cartridge; it takes only a minute to change a game. The machine automatically readjusts. Wide variety of games available from adventure to sports and more.

CLUB CARD SYSTEM
By: Kramer Mfg.
Features: Suitable for organizations that manage fund raising activities with electronic accountability. Includes a club card register control unit, a proven Kramergame, and club card.



PLAY CHOICE 10
By: Nintendo of America
Features: Choose from over 25 game titles available for this one cabinet, including: *R.C. Pro Am, Track & Field, The Goonies II, Castlevania, Rad Racer, Double Dribble, 1942, Gradius,* and *Rush 'N Attack*, with more titles to come.

VIDEOS: CARD GAMES (Amusement Only)



HI-LO JOKER POKER
By: Drew's Distributing
Features: An old favorite that speaks for itself. All Drew's poker games are interchangeable except *Honest Dealer Black Jack.*

VIDEO HARDWARE SYSTEM
By: Dynamo Corp.
Features: Sturdy cabinet with quick-change marquee, changeable control panel inserts, heavy duty power supply, pre-wired chassis, over/under coin door, and exclusive interface wiring board.

DOUBLE UP
By: Multi Tech
Features: Software kit with insulation displacement connectors that allow two vertical or two horizontal monitor games to be installed in a single cabinet. Also *Plug In Double Up* that plugs directly into the wiring harness.

GTC-100
By: Taito Corp.
Features: Universal cabinet with an easy access front power drawer, swing down monitor that can be horizontal or vertical, and three separate control panels (for one-or two-players and trac ball controls).

NO PHOTO AVAILABLE

HONEST DEALER BLACK JACK
By: Drew's Distributing
Features: Five hand can bet 1 to 1,000 credits. Standard with $1-$5-$10-$20 bill validator and double coin switch for string protection. Optional nickel setting on dip switch. Look for all new cabinet styling on this latest addition to the Drew's line of video card games.

POKER 54 and POKER 54 RAISE
By: Drew's Distributing
Features: Two versions of a popular game. As with all Drew's poker games, they are interchangeable with each other except for *Honest Dealer Black Jack*.

ATLANTIC CITY
By: Grayhound
Features: Select one of five games: Casino Slots, Rolling Bones, Black Jack, Horse Racing, or Joker Poker. Comes in upright, countertop, and cocktail.

CASINO GAMES
By: Grayhound
Features: Three games in one card game that comes in upright, countertop, and cocktail. Players select the game of their choice.

DRAW POKER
By: Kramer Mfg.
Features: Five card draw, quarter or nickel play, actual shuffle on each hand, 15 replay version, play eight or 15 credits. Available with bill acceptor.

SUPER BONUS & SUPER BONUS DELUXE
By: Drew's Distributing
Features: A pair of natural twos or threes on a non-winning hand adds plays to bonus. Electro-mechanical meters, on-screen current collection and bookkeeping, cheat-proof double coin switch, battery backup, and more.

BINGO
By: Grayhound
Features: Bingo, a long-time favorite game for all ages, comes to the video screen. Available in upright, countertop, and cocktail.

SUPER POKER
By: Grayhound
Features: Adjustable win percentages, optional menu selection, adjustable number discards per hand and maximum bet, half bet in hi-lo play, and more. In upright and countertop.

HIGH SPEED BONUS
By: Kramer Mfg.
Features: Super bonus and random bonus; also bonus draw, auto draw, auto bet, raise, auto raise, fast or slow deal, full or half bet hi-lo. Wide range of difficulty settings. Set f quarter or nickel play.

JACKPOT BONUS
By: Kramer Mfg.
Features: With the jackpot the player wins 500 points on four deuces (adjustable). With the random bonus players win instant bonus on a pair of natural deuces (players can win on every hand played).

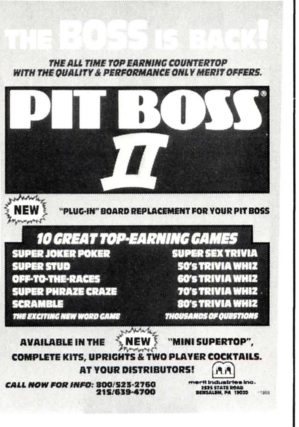
JOKER POKER/
BLACK JACK

- Don't limit your location with just one game...Put in Joker Poker/Black Jack
- Two games in one – Hi-Lo Joker Poker and casino-style Black Jack
- Player can easily choose either game
- Black Jack features Insurance, Double Down, Surrender, Push on 17 and Up

MATCH GAMES
By: Merit Industries
Features: Wild characters, bonus feature with color keyed graphics, and top drop coin entry. Five player selectable games: Fotofinish, The White Knight, The Frog Pond, Wild Bulls, and Pharoahs.

BLACK JACK
By: Merit Industries
Features: Players can change strategy, choosing dealer face up or down on every hand. Operator selected ante limit, play stimulating bonuses, on-screen bookkeeping, easy front access servicing.

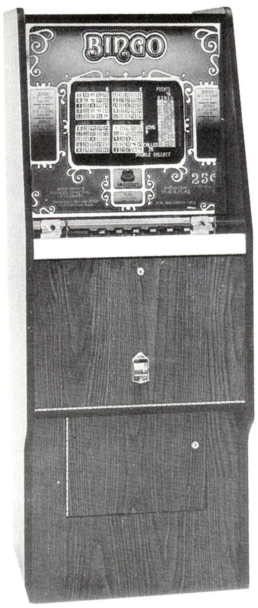
RIVERBOAT POKER
By: Kramer Mfg.
Features: Draw poker game with new raise/play option; available with skill draw. Allows the player the option of increasing his ante after seeing his first five cards.



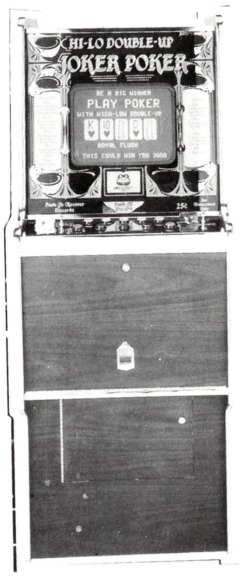
PIT BOSS II
By: Merit Industries
Features: Ten games offered in one in a mini-supertop cabinet. Includes Joker Poker, Super-Stud, Off-To-The-Races, Super Phraze Craze, Sex Trivia, 50's 60's 70's and 80's Triv Whiz, plus Scramble.

CHICKEN DRAW POKER
By: Merit Industries
Features: New raise poker action. Jacks or better wins, jokers are wild. Static proof, battery backup, all plywood construction, complete schematics, and high security cash box.

RIVIERA HI-SCORE
By: Merit Industries
Features: All new hi-scoring play action, hi-score display for top players, operator selectable double-up and raise, twin bonuses, each with separate controls.



BINGO
By: SMS Mfg.
Features: Automatic replay feature, on-screen and mechanical accounting, built-in anti-static protection, extra large cash box; compatible with ticket printer, bill acceptor, and token vendor.



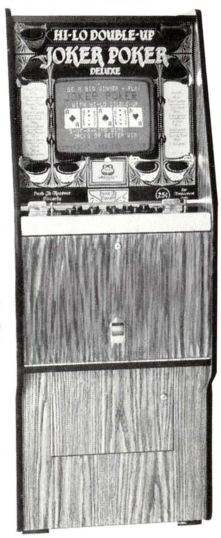
HI-LO DOUBLE-UP JOKER POKER
By: SMS Mfg.
Features: Termed "Old Reliable" this game has manual and automatic self-test, anti-jackpot circuits, and anti-static protection, Hi-Lo double or nothing, split screen odds multiplication; comes with full operating manual.

SECOND CHANCE
By: SMS Mfg.
Features: Anti-cheating mechanisms (two anti-stringing coin mechs and coin timing sensors), on-screen options menu and mechanical accounting, super fast play action; optional second chance feature and optional raise feature.

NO PHOTO AVAILABLE

BET OR FOLD
By: Status Games
Features: Conversion for the Status System I that easily updates all existing Status *Trivia* and *Fun Casino* games in the field. Players can bluff, raise, call, and fold. The game can hold names of up to 20 players with the highest scores. Any player whose name appears on the top 20 list can come back to the game at a later date, and by entering his initials, re-enter the game using his old score.

DRAW 80 POKER
By: SMS Mfg.
Features: Monitor mask mounted directly to the cabinet, flashing lights for the winning hand, easy release plexi face glass, dual anti-cheat coin mechs, and dual locks. Control panel of heavy duty stainless steel.



Hi-LO DOUBLE-UP JOKER POKER DELUXE
By: SMS Mfg.
Features: Automatic raise and replay, on-screen options menu, voltage surge protection, continuous play points, and extra large cash box. Compatible with ticket printer, bill acceptor, and token vendor.

TOP DRAW
By: SMS MFG.
Features: Dual bonuses (super/random), Jacks or Aces minimum win, all or half play Hi-Lo, skill stop option. Comes complete or upgrade kit for *Hi-Lo Double-Up Joker Poker* and other games with similar p.c.b. configurations.

SUPER DUPER CASINO
By: U.S. Games
Features: Accommodates ten games in one countertop cabinet: Draw Poker, U.S. Craps, U.S. Black Jack, and U.S. Chariots; plus Wizards of Words, Sex Trivia I and II, Sports Trivia, Brick-Break, and Rush Hour.

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(203) 666-1960

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Wheeling, IL 60090
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(213) 329-5880

United Amusements
1975 Riverside Drive
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(800) 722-8258

U.S. Games
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Van Nuys, CA 91406
(818) 904-0975

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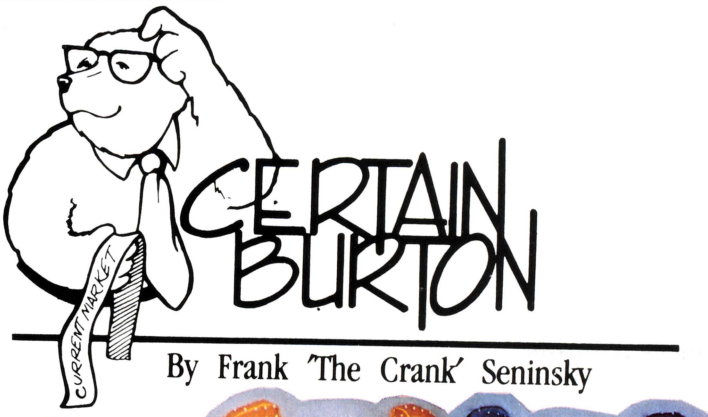

By Frank 'The Crank' Seninsky

Springtime is upon us and it's the right time to enliven your crane merchandise and stock with appealing items for those upcoming special occasions like graduations and Mother's Day.

Creative merchandising has always been the key to successful crane operation so look for new and interesting pieces from the growing lists of suppliers. Start spring cleaning now and "dress" your cranes with some new faces.

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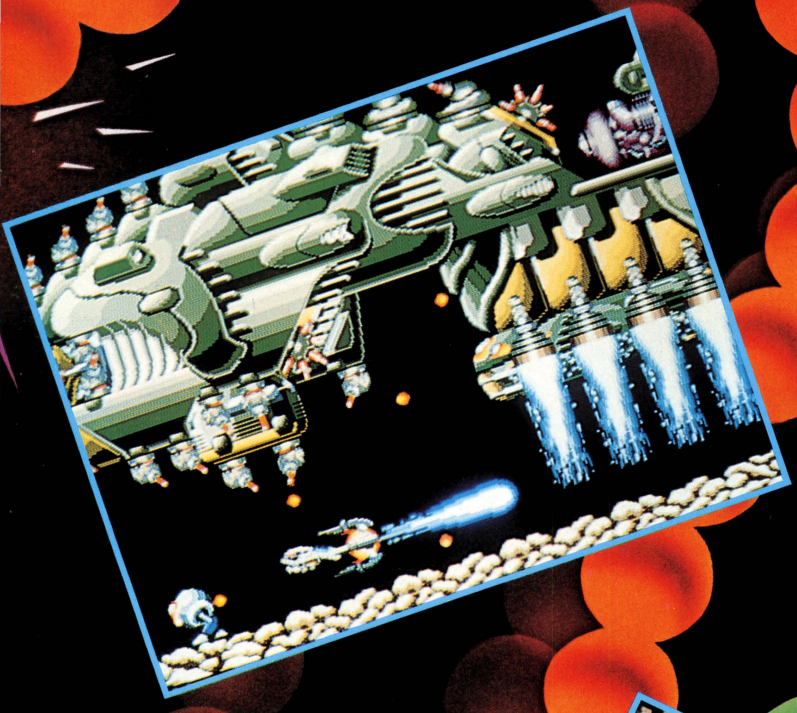

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R-TYPE™ *

TECHNICAL TOPICS

Heavy Metal Power Amp Shot

by Bally Midway Service Department

PROBLEM: Game appears to be in the multi-ball state even when there is only one ball on the playfield.

SYMPTOM: When the ball is shot into the Power Amp, it is only held momentarily for a few seconds and then released instead of remaining captive. Additionally, a new ball is not delivered to the shooter lane.

CAUSE: Over a period of time the micro switch wire forms uniformly bend to the right and the vibration of the ball eject kicking the ball into the shooter lane momentarily bounces the one or more of the switch contacts open, thereby confusing the game program as to the number of balls on the playfield.

CURE: Reform the micro switches as indicated in Figure A.

- Figure A illustrates the proper outhole ball trough micro switch wire form adjustment in the relaxed position with no balls in the trough.
- Figure B illustrates an improperly adjusted microswitch wire form.

NOTE: This adjustment should also be performed on *Party Animal* games and *Strange Science* ball trough kits. Multi ball games beginning with *Dungeons and Dragons* will use an optical sensor board to eliminate any adjustments associated with mechanical switches.

Rabbit Punch Wiring Chart

Some of the initial *Rabbit Punch* kits have been shipped missing Page 23 of the Instruction Manual. This page contains all the wiring information necessary to assemble the game.

We've attached a copy of this page and ask that you pass it on to your customers requiring this information.

FIG. 1

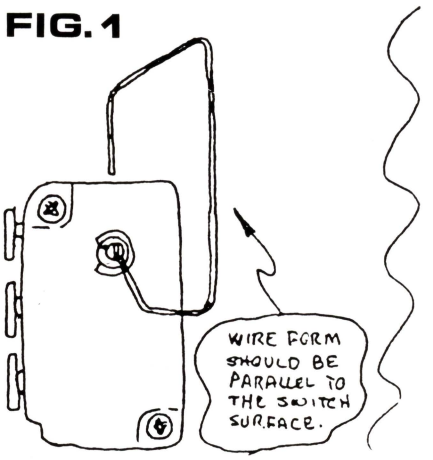
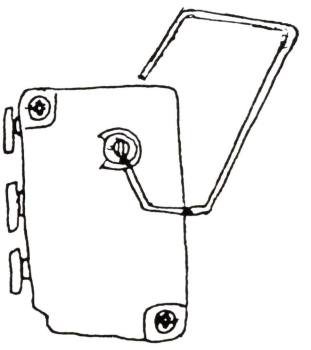


FIG. 2



WIRING CHART

MASTER CABLE ASSEMBLY 56-PIN CONNECTOR

WIRE COLOR	SOLDER SIDE	PIN	PIN	COMPONENT SIDE	WIRE COLOR
BLACK*	GROUND	A	1	GROUND	BLACK*
		B	2		
RED*	+5VDC	C	3	+5VDC	RED*
RED*	+5VDC	D	4	+5VDC	RED*
		E	5		
		F	6	+12VDC	BROWN@
		H	7		
		J	8		
		K	9		
GRAY	SPEAKER (-)	L	10	SPEAKER (+)	GRAY-BLACK
		M	11		
GREEN~	GREEN VIDEO INPUT	N	12	RED VIDEO INPUT	RED~
VIOLET~	NEGATIVE COMPOSITE SYNC VIDEO INPUT	P	13	BLUE VIDEO INPUT	BLUE~
YELLOW	SERVICE (CREDIT)	R	14	VIDEO INPUT GROUND	BLACK~
		S	15	TEST	WHITE
BLUE-BLACK	COIN 1	T	16	COIN 2	BLUE-WHITE
GREEN-BLACK	2P START	U	17	1P START	GREEN-YELLOW
YELLOW-BLACK	2P UP	V	18	1P UP	YELLOW-WHITE
YELLOW-BROWN	2P DOWN	W	19	1P DOWN	YELLOW-BLUE
RED-BLACK	2P LEFT	X	20	1P LEFT	RED-WHITE
BLUE-YELLOW	2P RIGHT	Y	21	1P RIGHT	BLUE-GREEN
ORANGE-GREEN	2P MISSILE	Z	22	1P MISSILE	ORANGE-RED
WHITE-BLACK	2P FIRE/PUNCH	a	23	1P FIRE/PUNCH	WHITE-BROWN
		b	24		
		c	25		
		d	26		
		e	27		
BLACK*	GROUND	f	28	GROUND	BLACK*

* 18 AWG, 300VDC WIRE
@ DRIVES SOUND SECTION OF LOGIC BOARD ASSEMBLY
~ VIDEO CABLE PORTION OF MASTER CABLE ASSEMBLY

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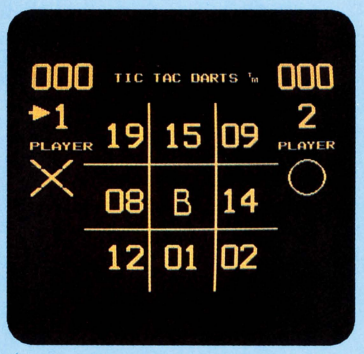
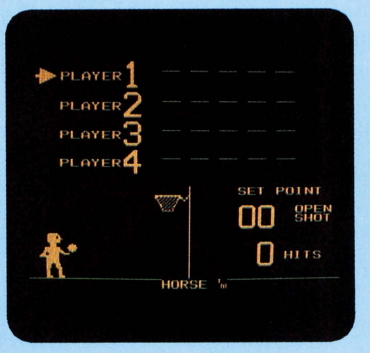
Super 6 Plus™

Exciting new games from Arachnid, Inc. are now available for all on location Super 6 English Mark Darts games. Take advantage of the expansion capabilities of the Super 6 by installing Super 6 Plus™.



Tic Tac Darts™ — The game that brings one of the most familiar pastimes ever to darts. Connect three squares and win, while your opponent also tries to connect three. Tic Tac Darts™ is a new game every time it is selected, the computer randomly generates a new number combination for each game of Tic Tac Darts™.



Horse™ — The traditional street basketball game comes to English Mark Darts! Issue the letters H-O-R-S-E to your opponents and knock them out of the game. Horse™ is an innovative game for competitive players. Watch the Super 6 Plus™ screen for the basketball player making a shot with each scoring dart.

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Patent Pending - Video Monitor Application

Qualified retirement plans and other ways to outwit Uncle

by Irving L. Blackman

The Best Bang For Your Tax Buck - Qualified Plans

If you run a business, you must think of yourself and how to get the most out of every dollar spent. You must also think of the employees and how to get the best return on money spent for their benefit. A qualified retirement plan (pension or profit sharing plan) can help you accomplish both of these goals, offering super results for you, your top people, and your rank-and-file employees.

Just what is a qualified retirement plan? Technically, it's called a "qualified plan of deferred compensation." Let's take one word at a time.

Retirement plans that are "qualified" simply mean that the plan meets all of a long list of specific rules set forth in the Internal Revenue code and thus qualifies for favorable tax treatment. The "plan" is a written document that spells out how your own animal is going to work. OK so far? Good. Now let's take two words at once. "Deferred compensation" means wages or other salary that are set aside (i.e., "defer" taking) until a future year, but with the added kickers that a "qualified plan" allows you to:

a. Take a tax deduction *now* for the amount contributed to the plan,
b. Accumulate investment earnings on the funds in the plan *tax-free*, and
c. Get additional tax breaks when those funds are eventually distributed to you or any other employee/participant.

Who can have a plan? The answer is, almost any business or professional. Who hasn't heard of a Keogh or HR-10 Plan for self-employed persons? In the early 80's, the rules for Keogh Plans and plans for incorporated businesses were very different. Thankfully, now the rules are almost identical for every type of retirement plan, whether for self-employed individuals or incorporated businesses. So forget about "Keoghs" or "HR-10s." Let's focus on *qualified retirement plans.*

The long and short of it, if you have any earnings from self-employment or are the owner of a closely held corporation, a qualified retirement plan may be the best tax mousetrap to capture money for your future.

Manna From Uncle

I love stories like this. It all started when Alice Bruce received an unexpected check for almost $50,000 from Uncle Sam, an IRS income tax refund.

Alice was ecstatic, but bewildered. She was pretty sure she didn't have a refund coming. In fact, she figured it was probably a mistake, although she thought it could be money the government owed her estate in connection with a bankruptcy action filed some time ago. Alice called the local IRS office, whose officials assured her that there was no mistake, and that she was entitled to the refund. Finally, she deposited the check.

The check was dated May 28. Alice received it no later than June 3. Alice banked it on August 10. As luck would have it, the IRS discovered the computer error (which caused the erroneous check to be issued) on August 9 and immediately sent out a notice. Then, nothing happened until two years later when, on June 9, the IRS filed suit to recover the refund.

Here's the law. When the IRS makes a mistake like this, it has two years to file a suit to get the money back. This time limit is called the "statute of limitations", and is a part of the tax code. You would think that the code would say precisely when the two-year period starts. But it doesn't. So Alice and the IRS asked the court to decide: Is it the date the mistake was made; the date the check was mailed, received, or cashed; or could it be the date Alice started spending the money? You be the judge: Did the IRS file its suit on time?

The IRS argued that the statute began to run on the day Alice deposited the check. But the judge shot down the argument, saying "the government should not be allowed to benefit from the extension depending on the taxpayer's conduct." (U.S. v. Bruce, S.D. Tx, 4/16/86.)

So which date is right? We still don't know. The judge ruled that it is either the date the check was mailed or the date it was received. Since the IRS' lawsuit was filed too late in either case, he didn't have to decide which one is right. Yet the judge made one thing clear: Alice could keep the entire refund.

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IRS Holds New Business Valuation Club

Like it or not, sooner or later every business must be valued. Maybe you will want to give it or transfer it to your children. Maybe sell it. Such a voluntary valuation is a pleasure when compared with a forced valuation by the IRS. When you go to the big business in the sky, the IRS valuation "experts" will knock on your family's door.

When you sell a business in real life, two people (a *real seller* and a *real buyer*) negotiate and hammer out a *real price*. If the two parties can't agree, the seller simply will walk away and look for another buyer.

But try to value that same business, a *real*, thriving and prosperous business, for tax purposes and the entire perspective changes. It's like walking behind Alice in Wonderland's mirror. Indeed, things get "curiouser and curiouser." Now we must deal with how to evaluate a *real business* that is to be sold by an *imaginary seller* (who may be alive or dead and, if dead, represented by his heirs or an executor) who will sell to an *imaginary buyer*. And guess what our simple mission is? All we have to do is come up with a *real price* to be used for tax purposes, a price that was determined in an imaginary deal that was made by imaginary people.

Crazy as it sounds, that's the way it is. In spite of this fantasy-land environment, every closely held business must be valued. The string of reasons that dictate a valuation seems endless: gifts, sale, merger, death, buy-sell agreements, recapitalizations and so on. Divorce often triggers a business valuation. Whatever the reason, the IRS usually sits on the other side of the table to disagree with your valuation number.

Recent law changes give the IRS a big club to hold over your head in all valuation cases. Using a complex set of formulas, the IRS can bludgeon you with penalties of up to 30 percent. They can get you for overvaluation, for example, in a small estate (no tax due) or a charitable gift. Or they can get you for undervaluation, for example, in a large estate (big tax due) or a gift of part of the business to your kids.

Now more than ever, the correct valuation of your business is a must...and usually the sooner the better. Delay almost always favors the IRS.

Constructive Receipt Range Is Under 40 Miles

There's a tax rule that spoils a lot of the fun taxpayers have when they play a certain year-end tax game. The object of the game is simple, defer income to next year. For example, if you receive a check at the end of one year, but don't deposit it until the next year, it is taxable this year under the so-called doctrine of Constructive Receipt. You must admit that the blankety-blank rule has some logic. After all, you probably could have deposited the check this year without much difficulty.

But what if making the deposit is not so easy? This question came up in a recent court case (Baxter, 59 AFTR 2 87-1068). Albert Baxter was called by a customer on December 30 and told that his check for over $13,000 was ready to be picked up. Because it was Saturday and the customer's office was 40 miles away, Albert decided to wait until Monday. Besides, he thought, the bank was closed, so he couldn't deposit the check anyway.

This is the way the IRS saw it: since the check was ready, Albert could have gotten it, and therefore it was "constructively received" in the earlier year. The court hammered the IRS' logic, saying it was absurd to think that the taxpayer should have to make an 80 mile round trip just to pick up a check that couldn't be deposited anyway for two more days.

Chalk up one more victory for our side. Albert won. Yes, Constructive Receipt may have a long reach, but it just doesn't go 40 miles.

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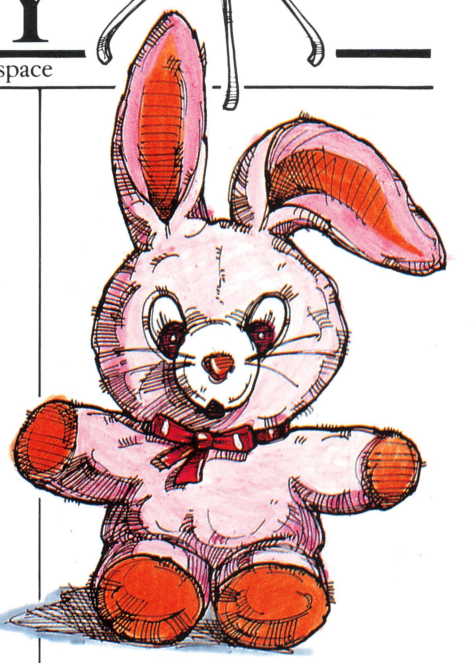
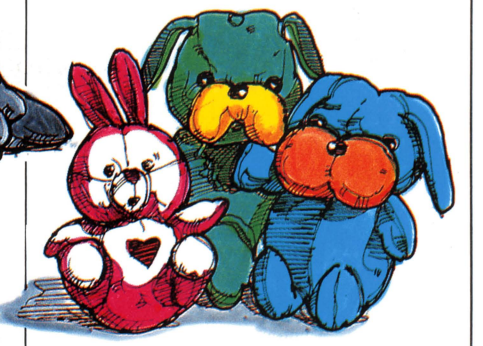


RABBIT

CLOWN



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ACME '88 Hot Picks

by Frank "The Crank" Seninsky

ACME this year in Reno was far better attended by operators than last year's exposition in New Orleans. It was a rare opportunity to meet many operators and technicians from the western U.S. who do not normally get to Chicago for the AMOA.

Many of the industry's larger manufacturers showed more than one new game but I was not overly impressed with anything. It takes a realistic price tag along with a winner to get my attention. There were good games in every category (dedicated video, kit, system software, pinball, novelty, merchandise/redemption) but the big attractions, the large arcade-only games, were expensive. To pick a hit of the show isn't an easy task in this case because no one game was dominant. The following are my picks in each of the main categories:

Redemption/Merchandise: Betson's *Lotto-Fun* will earn big bucks for me this summer. *Pot Shot*, Atari's crowd-attracting pellet shooting merchandiser, is much too large to be considered for the top spot in this category, as only large arcades could house this game, but it deserves honorable mention.

Betson staff with *LottoFun*. From left: John "Claw" Margold, Rhonda Fletcher, Wylie Irwin, Art Warner, and Bill Seibert.

Dedicated Video: 1)*Ninja Warrior* by Romstar is an excellent arcade game with three monitors similar to *Darius*. The high price will likely keep me from buying very many. 2)*ThunderBlade*, Sega's helicopter game looks like it can out-earn *After Burner*. However, *After Burner* is still earning too well to replace it. I also don't expect *ThunderBlade* to be a long-time earner. The sit-down model can fit through a single door ideal for locations where the sit-down *After Burner* won't fit.

Conversion Kit: There were several good kits. *Silk Worm* by Tecmo is my favorite. Together two players team up to conquer the machine. One player controls a helicopter, while simultaneously the other fights from a jeep on the ground. My overall current kit choices are *Time Soldiers*, *Twin Cobra*, and *Shinobi*.

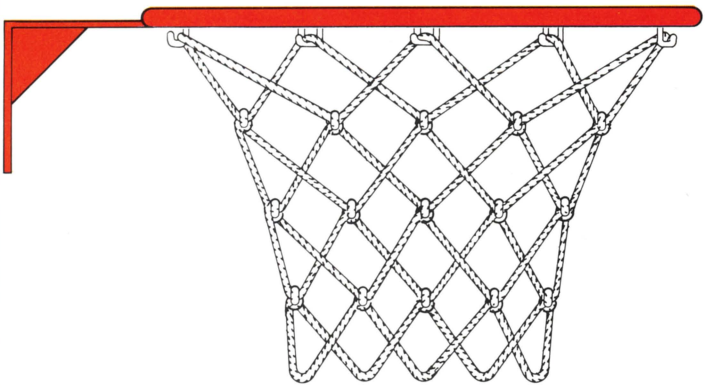
John Rowe (L) and Byron Cook of Leland Corp. show off *Viper*, an update kit for *Danger Zone*.

System Kit: Leland came up with a great kit called *Viper* to update *Danger Zone*. For about half the cost of a regular dedicated game, you can put out a 50-cent game that should earn well.

Pinball: Each manufacturer had exciting pins but my top choice goes to Premier. *Diamond Lady* is really a skill game that will do well in taverns and street locations. It's hard to be consistent, which makes it a player's pin. I really like the feature that doubles your score if you knock down only the diamond targets. *TX-Sector* was also shown by Premier and this pin plays very smoothly. Of course, Williams *Cyclone* (lots of cute gimmicks) will earn well and surely outsell the Premier games. And Data East's *Secret Service* is also a very good pin.

Novelty: Putting all the overpriced big gun games aside, I found a very interesting game called *Print'ur Own Stickers* by Meyer-Gillmann Industries. (I've already written about Betson's *Mating Game* as a top novelty game from the AMOA show, so don't forget it; it's still one of my favorites). The sticker

$$ REAL MONEY MAKER $$



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Model Kerri Hallden, better known as the Queen of Clubs, and Premier's Adolph Seitz, Jr. by *Diamond Lady*.

printing machine allows customers to create personalized bumper stickers or labels in three colors. It will earn well in just about any high-traffic location but the game needs minor modifications. More colors are required and the controls need to be adapted so the customer can create the labels in a faster and less complicated manner. Still, I feel this game should be given serious attention.

The future of merchandising and redemption in the U.S. lies in the skillful hands of Bob Snyder and Rory Keller of Bob Synder & Associates. And that's not by chance!

Alpha-Omega is going to buy some of these new products during the upcoming months but will also keep buying , *Quarterback*, and even *Double Dragon* as new locations dictate. Our buying pattern clearly demonstrates that there was no dominating game at ACME. Only the cash box can prove me wrong.

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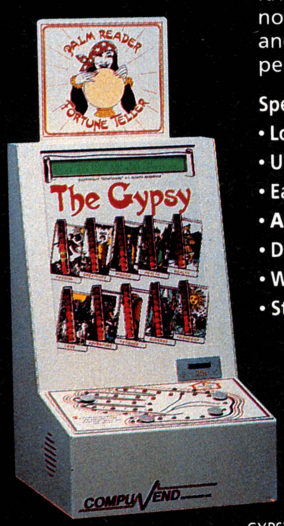

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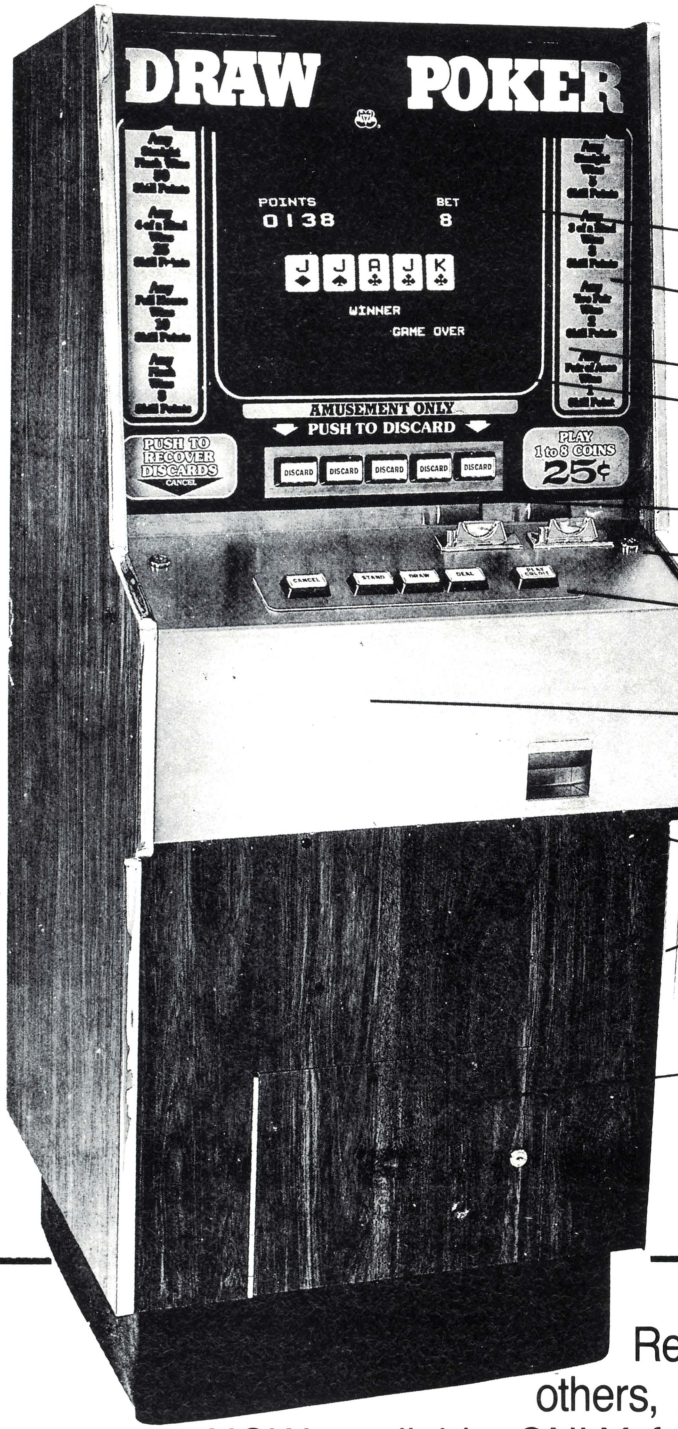

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PLAYER'S PICKS

What a Show! Reviewing the best of ACME

by Steve Harris

There are some really great things happening in the coin-operated amusement industry, and the 1988 American Coin Machine Exposition showcased them all. Videos seem to be taking a safe approach by reproducing many proven themes with outstanding supporting features. Pinball had a strong presence, reaffirming popular opinion that the medium has finally extended beyond previous technological boundaries.

If one part of the show did stand out from my point of view it was the overwhelming strength of pinball. All the major pin manufacturers reported unprecedented interest, and for good reason. ACME '88 ushered in a slew of exceptional flipper games, each with its own unique features and dazzling layouts. Expect to see pins getting plenty of coverage in the months to come, especially in this column.

Members of the U. S. National Video Game Team were on hand to try the latest pieces. Their talent at spotting potentially "hit" games is the topic of this edition of Player's Picks, as we look closely at the very best of ACME '88.

Best Pinball game of show...

Williams' Cyclone

It can't be stressed enough that all of the pin games introduced at ACME were outstanding titles. *Blackwater* from Bally was heralded by some as their greatest yet, Premier showed *TX-Sector* to a receptive audience, and Data East was back again with *Secret Service*, another fast-paced entry with plenty of shots and some brilliant musical and sound effects. While there were many superior offerings debuted at ACME, the one that really wrapped up the attention of the players and show attendees was Williams' latest pinball tour-de-force, *Cyclone*.

A follow-up to the mega-hit *Comet*, *Cyclone* represents Williams' second consecutive ACME show award for best pinball game of show.

Cyclone designers Python Angelo and Barry Oursler have pulled out all stops to insure both play appeal and longevity. The theme and, in some visual respects, the layout of *Cyclone* is markedly similar to the team's earlier hit. Although *Comet* introduced a number of revolutionary features in its day (including the first 1,000,000 point shot, an evolutionary step that pales in comparison to today's multi-million point jackpots and bonuses), *Cyclone* uses a combination of proven elements and incorporates all of them into a carnival motif.

The playfield layout offers plenty of activities for players to interact with, such as a variety of ramp shots, including both the original *Comet* roller coaster and the new *Cyclone* coaster. Riding either of the trains when lit can score up to, you guessed it, 1,000,000 points! There's also a ball toss that advances values and lights the *Comet* ramp, a shooting gallery that advances values and lights the *Cyclone* ramp, as well as your usual compliment of skill shots and other incentives.

Game play is relatively smooth and fluid, beginning with

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a skill shot that awards up to a 100,000 points. Once the ball enters the field there are a number of targets that present themselves to players. Smaller sets of targets line either side of the playfield while the ramp shots are accompanied by three thumper-bumpers at the top of the field. The usual Williams' extras are here to, and the whole thing is topped off with another Williams' first, a Mystery Wheel positioned in the backglass that spins when the players complete the shot into the Spook House. Players can earn anything from points, to free balls, to free games with this special attraction.

Videos seem to be taking a safe approach by reproducing many proven themes with outstanding supporting features.

The game graphics are of uncommonly high quality, supporting the theme well with a splash of color that adds to the attraction of the game. The backglass still remains rendered in the traditional methods of artwork, with the Mystery Wheel and the Jackpot bonus both visually drawn and lit. The graphics are limited, regulated almost totally to a picture of the *Cyclone* in an exploding sky. But the passengers, such as Ron and Nancy, do lend a comical touch to the game.

Cyclone is a high-powered pinball that guarantees to please. It has more than enough to do, without becoming crowded or suffering from a lack of direction. This game is fun and everyone agreed that it is indeed a worthy follow-up to *Comet.* So grab a ticket and step up to Williams' *Cyclone.*

Best Video Game of Show...

Romstar's The Ninja Warriors

Wow! That's about all we could say after seeing this remarkable new two-player dedicated piece that Romstar has licensed from Taito. *The Ninja Warriors* was playing to big crowds during the show, drawing unanimous praise for its visual and audio content, and some mixed feelings about the game's play. This three-screen beauty mocks many other fighting games on the surface, but it's also loaded with a number of other features that elevate it above similar fare. The game doesn't over-complicate itself with wildly different tactics and techniques, instead it embraces one line of play and executes it to complete perfection.

From the coin drop players know that they're in for a real treat. Realistic voice introduces the player to the game and then the thunderous musical score begins, a jazzy synthesizer beat.

The play mechanics are basically straightforward. Assuming the role of cyborg (man and machine) Ninja, the player must infiltrate the stronghold of a dictator who has taken over the country. Immediately the player is surrounded by incredibly lifelike troops, drawn in minute detail right down to the insignia on their berets. Using either the special Ninja Star throwing weapon or by wielding a set of daggers, the player can eliminate the bad guys and progress through the adventure. Various types of aliens and monsters join in the battle as time goes by, joining the camouflaged troops in their efforts to defeat the player.

Game action really heats up, however, when the enemy army pulls in their armored division. A slow and ominous growl becomes a loud roar, while rocket fire explodes around the player's position. When the tank finally does come on the screen it fills up almost two monitors for an astounding effect. Other background weaponry, such as rockets and planes also come into play.

Action moves from the outside reaches of the army base, to the underground, to the enemy headquarters where a dazzling (this is Indiana Jones stuff mind you) finale awaits the skilled player. One-or-two players can work together to finish the quest, and a continuation feature makes it possible for even average players to visit all of the games' spectacular areas.

Not enough can be said about how the Taito designers have brought this game to the screen. While it is not daring in terms of game play, it without a doubt, has the best graphics, sounds, and music of any video game ever made.

Taito has played it safe, however, and not swayed too far from the path of previous fighting games like *Kung-Fu Master.* This is both good and bad, effectively limiting the overall scope of the game; but, on the other hand, providing a wider range of game players with familiar play mechanics. The game uses a meter/health system and employs some great graphics showing the degeneration of the title characters (the skin texture and features disappear to expose a robot-like skeletal frame) as the player's energy is depleted. It's a wise course to follow when you consider the latest hits like *Double Dragon,* and should prove to be quite appealing to both casual and frequent players in the long run. The game doesn't sell itself short, despite the theme, there's still plenty of action and thrills to satisfy anyone. And by using the lifelike graphics and motions of the varied cast of characters, *The Ninja Warriors* is even more lifelike.

The game is slightly pricey because of the three monitors, but with its outstanding graphics and music it is almost an attraction in itself. The time is right for a title like *The Ninja Warriors* which, in essence, is basically a revamped remake of all the running/jumping/fighting games before it, taking present day technology to the limit.

The Ninja Warriors is a great game, and Romstar has made a lot of modifications to reduce the unit's overall size. Although its primary audience will be arcade game players, it is feasible as a street piece. *The Ninja Warriors* is a game that offers plenty of bang for the buck and should keep operators happy for some time to come. (Team member Master Jung helped with this review).

That rounds out the U. S. National Video Game Team's pick hits for the ACME. Next month we'll take a look at the rest of the games that were displayed at the show, and give you our evaluations of each title. Congratulations to everyone who attended and exhibited, and a special tip of the hat to everyone at Play Meter and AAMA for another great event.

THREE FROM KONAMI

Super Contra

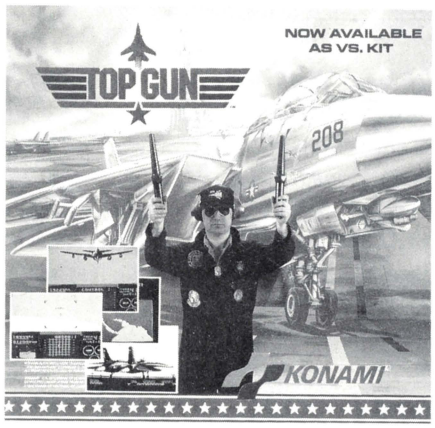
Konami introduces a vertical monitor dedicated upright, *Super Contra*, a sequel to its popular *Contra* of 1987.

This game is two-player interactive with buy-in and continuation features. The opening scene picks up one year after the battle with the mysterious Red Falcon Organization when the earth *seems* to be free. But the RFO returns and players are again thrust into guerrilla warfare against their old enemies and relentless aliens.

Players gain power-ups along the way and these intensify if the laser, machine gun, bomb, or spread gun are captured more than once.

There are five perilous stages: Battlefield (horizontal scroll), Inside the Enemy Base (vertical scroll), Jungle (horizontal scroll), Alien's Lair (horizontal scroll), and Penultimate Battle (vertical scroll).

Players encounter an assortment of obstacles such as heavily guarded fortresses, underground cannons, menacing aliens, and giant helicopters. They must be alert to sneak attacks from above and below. The ultimate enemy is a giant skull with projecting skulls on each side. Destruction of this mutant frees the earth once again.



VS. Top Gun

Only the best of the best will successfully complete the dangerous, top-secret missions in *Top Gun*, Konami's new video for the VS. System. A one-player game with continuation feature, the control panel includes one joystick and buttons for missile/speed down and machine gun/speed up.

In *Top Gun* the player becomes an ace fighter pilot and takes command of an F-14. Before every mission he selects missiles from T-11 Hound, T-22 Wolf, and T-33 Tiger.

The F-14 can be destroyed by a barrage of enemy shots or a direct hit from an enemy missile. The player must use sharp aerial maneuvers to avoid being locked-on in front or back, while simultaneously shooting and aiming his missiles at enemy jets, submarines, and aircraft carriers. His radar monitor signals positions of enemy planes, alerts him to any dangers, and gives instructions.

After completing certain missions, the player returns to the aircraft carrier and tries for a perfect landing. If successful, he refuels and takes off for the next death-defying mission.

Haunted Castle

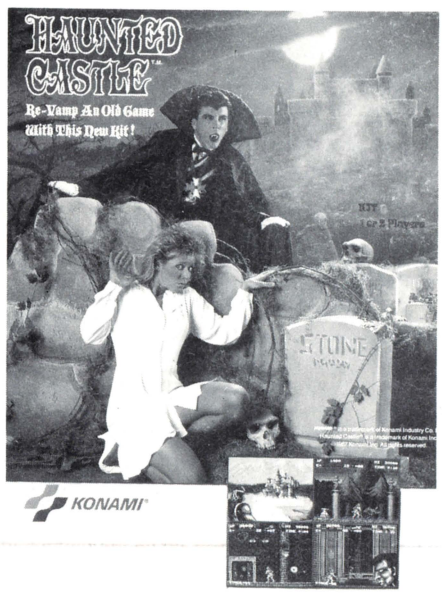
Six bone-chilling stages face the player in Konami's *Haunted Castle*, a horizontal monitor kit for one or two players.

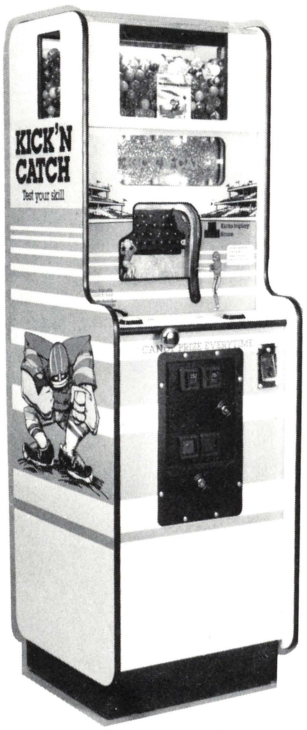
The scenario: an evil Vampire has captured the player's wife, abruptly ending the couple's honeymoon, and the groom must find his bride. Armed with a whip as his only weapon, he can obtain a chain or sword by destroying certain enemies, then collect small and large hearts that determine the number of times he can use these power-up items: torch, dynamite, boomerang, timer, and cross.

His search continues through a graveyard, cave, castle banquet room, basement, clocktower, and vampire's room where he meets his adversary. Only then can he be reunited with his bride. Each stage holds new dangers, among them a wicked mermaid, skeleton-type dragon, scary phantoms, mummies, and angry Frankenstein's monster.

Game controls include one joystick and two buttons for jump and attack/power up. There's also a continuation feature.

For more information on these Konami releases, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, Ill 60191; (312) 595-1443.





Kick 'N Catch

Johnston Products has unveiled its newest game, *Kick 'N Catch*, a combined novelty skill game and prize vendor.

Players kick out a metal ball with a push button and turn a knob to catch the ball in the arms of a movable football player. There's a lot of skill and timing needed to position the football player just right.

Features include electronic, digital scoring showing the number of points scored and shots left. It also has the capability to vend capsules, superballs, candy, or gum products.

An internal computer-board gives the operator various game options such as immediate prize with coin insertion or bonus prizes, extended play, or free game for any score level.

The cabinet reflects the football theme and features two coin acceptors. There's also a large storage space in back for prizes. Overall dimensions are 21 x 20 x 67 inches.

For more information, or distributor referral, write Johnston Products, P.O. Box 458, East Moline, IL 61244; 800/447-6768. In Illinois call 800/322-0685.

ThunderBlade

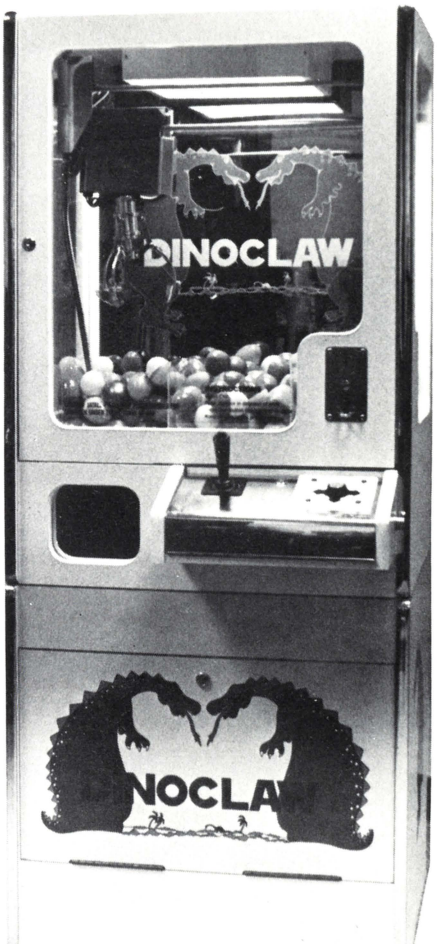
Sega debuts another high-action simulator game in *ThunderBlade*, available in deluxe sit-down and dedicated upright.

ThunderBlade features a fully armed jet-helicopter gunship that engages hostile fire from a variety of surface and aerial targets. The player commands his craft through alternating horizontal and vertical screen perspectives using a realistic control stick for lift-off and landing, left and right maneuvering.

The throttle lever allows the craft to accelerate or hover while winding through obstacles on a free 30 second training mission and four challenging gunship raids. The control stick and throttle, missile launch button and machine gun fire trigger, all respond with simultaneous on-screen movement.

ThunderBlade has a continuation feature, and a motorless drive system that links the gunship controls and moving pilot seat with the screen action.

For more information, or distributor referral, write Sega Enterprises, Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.



Dinoclaw

Kramer Manufacturing has developed a novelty game that combines the design of an upright crane with a prize dispenser to produce *Dinoclaw*, the game that gives a prize with every play.

Egg dispensers have proven to be solid performers and Kramer has taken the fun of this novelty game and given it a larger market by putting it into the clearly recognizable upright crane configuration.

Dinoclaw operates the same as a standard Kramer mini-upright crane with one major exception: if a prize is not won, the claw will return to home and continue play. Kramer has capitalized on the popularity of dinosaurs as its cabinet theme, and given a new look to egg vending.

For more information, or distributor referral, write Kramer Manufacturing Co., Inc., 1100 Towbin Ave., Lakewood, NJ 08701; 800/631-2126 or (201) 367-7810.

Lotto Love

Astro Vision has added *Lotto Love* to its line of countertop games that occupy a mere square foot of space.

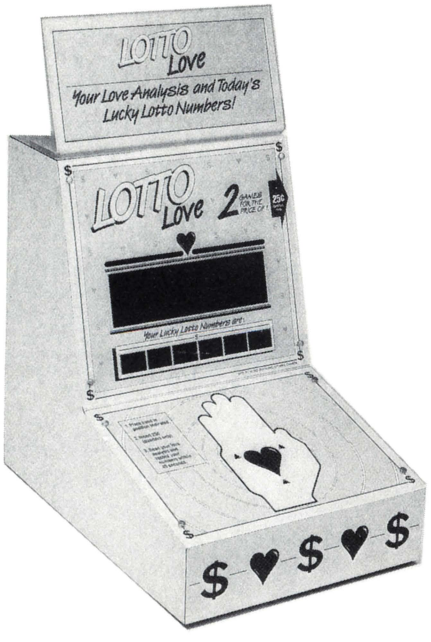
Lotto Love is micro-processor controlled and features a durable, dynamic marquee plus custom-designed, trouble-free coin acceptor.

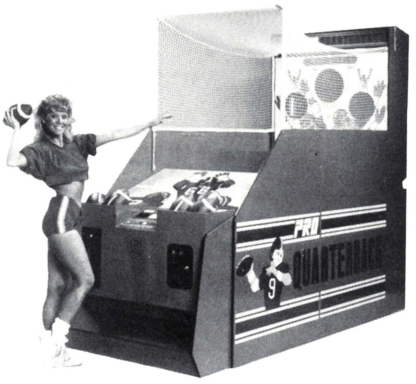
Lotto Love is actually two games in one that gives a love analysis and the day's lucky lotto numbers. Players just place a hand over the heart, insert 25-cents, then read the love analysis and lucky numbers that are delivered in 45 seconds.

The game is suitable for a wide variety of locations, appeals to all age levels, and comes with a six-month warranty.

Other countertops in the Astro Vision line include the *Memory Tester* and *Mood Analyzer*. The company also manufactures the *Astro Scale*. Stands are available for the countertops.

For more information, write Astro Vision, Inc., 145 Bentley Ave., Unit 9, Nepean, Ontario, Canada K2E 6T7; (613) 226-7515.





Pro Quarterback

Konami enters the redemption market with its *Pro Quarterback* football game, model FB-1000, designed for use in both street and arcade locations as well as resorts, taverns, and military bases.

Pro Quarterback transforms America's number one sport into a coin-op skill game. Players attempt to score touchdowns and field goals by passing footballs through various holes to win tickets.

Solid state electronics are combined with ultra-sensitive optic sensors for 100 percent ball detection. Music, sound, and light add to the total package. The operator has a full range of settings, including fully adjustable pricing, ticket vend, and mega bonus vend levels. The game is easy to assemble and built of durable materials.

For more information, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

Designer Classic 100

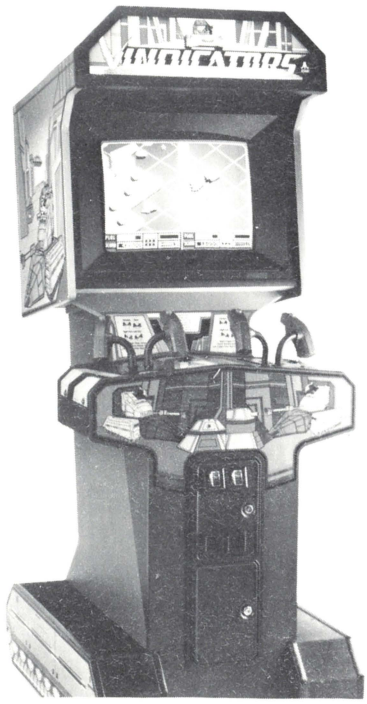
USA Pharmaceutical has developed the *Designer Classic 100*, a condom dispensing machine that blends strength and security with aesthetic appeal.

The machine is constructed of heavy 14 gauge steel and features dual flush-mounted locks, an anti-fraud product delivery chute, and pry-resistant door design.

The *Designer Classic 100* has an attractively designed decorative front panel that is available in an assortment of color combinations that mean flexibility in matching almost any decor.

Public awareness of sexually-transmitted diseases has opened a door in the vending market for well-designed and secure condom vending units for placement in many different types of locations. USA Pharmaceutical kept this in mind when it researched the market and worked toward the development of the *Designer Classic 100*.

For more information, write USA Pharmaceutical, Inc., 55 Jewelers Park Drive, Neenah, WI 54956; 800/426-4448 or (414) 727-4900.



Vindicators

Atari announces *Vindicators*, a futuristic tank warfare adventure game. A two-player simultaneous game with buy-in and add-a-coin, *Vindicators* is dedicated.

As team commanders of SR-88 strategic battle tanks, players use throttle controls with thumb and trigger buttons to steer and command an arsenal of weapons. Players are pitted against invading forces of the evil Tangent Empire that occupies 14 space stations.

Turrets and highly-mobile armored tanks constantly patrol the station's multi-levels to protect fortifications. Players pick up fuel to stay alive and stars to customize tanks. With stars, an arsenal of weapons and super powers can be purchased, such as force shields, bomb cannons, and increased shot range, among others.

Players can select their starting point and are rewarded with a cache of stars for accepting a greater challenge. The game comes with a built-in contest feature for the U.S. market only (except where prohibited by law).

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Cyclone

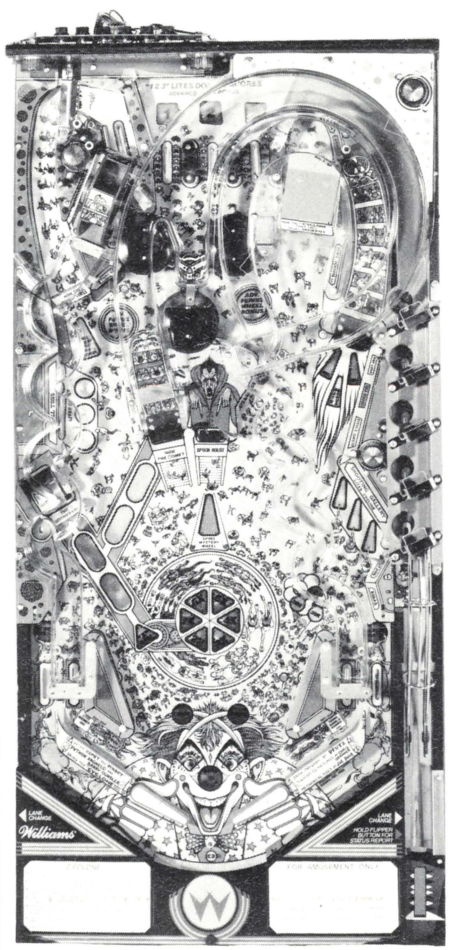
Williams blows into locations with its latest pinball entry, *Cyclone*, that brings players the excitement of an amusement park.

Ride the shuttle train for a plunger skill shot value to 100,000 or enter the park through the gates to build the jackpot from 500,000 to four million to double scoring.

Cyclone features a rotating ferris wheel tied to a big bonus value, and a spook house shot that spins a mystery wheel on the backglass for an extra ball, value, special, or nothing at all.

Two roller coasters (one giving a possible one million value) and a shooting gallery, ball toss, and boomerang shot complete the picture.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.



Blasted

Bally Midway introduces *Blasted*, a video that takes the players to Scrapheap City to battle the menacing killer Cyborgs.

Confrontations take place in apartment buildings, offices, and factories. Players use the telephoto scope on the High Intensity Laser Rifle to scan the opposite side of the street for the enemy and blast them into oblivion.

Featuring a one-or two-person simultaneous play, the *Blasted* Radar Screen has both a wide-angle and telephoto gunsight view to let the player see action through the eyes of his character.

A unique gunhandle/joystick combination allows the player to aim, shoot, and move with just one hand. Separate coin chutes allow buy-in at any time and build-up of reserves with multiple coins.

For more information, or distributor referral, write Bally Midway Manufacturing Co., 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

Galaga 88

Atari has just released *Galaga 88*, available as a dedicated game and rom kit to update *Dragon Spirit* and *PacMania*.

Galaga 88 is a one-or two-player sequel to the arcade classic, *Galaga*. It's a shooting game with add-a-coin continue feature that lets players keep firepower. Armed with joystick and fire button, players fight the mighty Galaga Army Corps to rid the universe of pesky space creatures.

Skillful players can increase shot strength from single to triple firepower and increase shot speed. Players can also magically warp to mysterious new worlds and meet new adversaries that require unique strategies and tactics.

The rom kit contains control panel graphics, side art, attract art and plex, and instruction manual.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Blackwater 100

Bally Midway takes the excitement of the famous annual Davis, W. Virginia motocross race to the pinball playfield in *Blackwater 100*.

The grueling course of the real motocross race has been transferred to the game with features that include a three-ball player-activated start gate in which players "rev up" to real dirt bike sounds. The multi-level playfield depicts the actual race environment complete with hair-raising turns. The Special Test skill shot adds a fifth flipper challenge.

New pricing strategy has been introduced with the dollar bill acceptor combination coin chute, allowing new pricing per play.

For more information, or distributor referral, write Bally Midway Manufacturing Co., 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

Ziggy the Clown

Mayoni Enterprises introduces a new item for the children's market with *Ziggy the Talking Clown*, a talking vending unit.

Ziggy offers trouble-free low-maintenance and a large capacity toy bin that holds 3,000-plus pieces. The cabinet is done in the primary colors with a circus theme that attracts children.

Features include an anti-jamming device and a one-year warranty. Dimensions are 60 inches tall x 15 inches wide x 16 inches long, making it adaptable for very small spaces. Made of rugged steel construction, *Ziggy* is a portable, convenient size.

Ziggy has an extensive vocabulary and comes with an attention message with variable timer. Mayoni offers a complete line of other vending equipment.

For more information, or distributor referral, write Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; 800/345-1183 or (818) 899-2488.

TX-Sector

Teleport yourself around a new pinball playfield using two Transphazer Ramps that lead to Teleport Stations in *TX-Sector*, the newest Gottlieb pin from Premier Technology.

The playing objective is to advance the Energy Level Bonus by shooting down the top bank, and/or right bank of drop-targets, and by hitting the left and right spot-targets when lit. The multiball objective is reached when the energy level is at maximum strength and players enter the flashing Teleport Station.

Players can also advance the multiplier value each time they shoot down all of the top and right drop-targets. To go after big points, knock down the roll-over drop target that guards access to the left Transphazer.

Gottlieb's photographic-art backglass has been combined with a new lightbox design. Dual speakers are now located above the backglass and are directed toward the player with a third speaker in the cabinet.

For more information, or distributor referral, write Premier Technology, Inc. 759 Industrial Drive, Bensenville, IL 60106; (312) 350-0400.

Pit Boss II

Merit Industries has just released *Pit Boss II*, a follow-up to the successful countertop *Pit Boss*.

Pit Boss II offers ten games in one; games that are ideally suited to bar and restaurant locations. Games include Super Joker Poker, Super-Stud, and Off-To-The-Races.

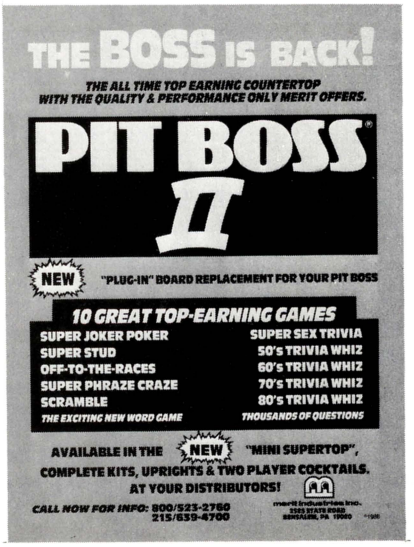
Super Joker Poker is a draw poker favorite with enhanced graphics and amusing play appeal. Super-Stud is a seven-stud poker version where players bet against the house with raises, bluffing, the works. Off-To-The-Races is a simulated horse race game.

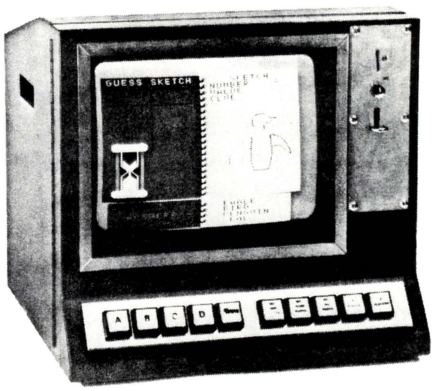
Pit Boss II adds broad-based appeal with new versions of well-known Merit games like Super Phraze Craze, Sex Trivia, and 50's, 60's, 70's, and 80's Triv Whiz. Each of these has been updated with new playing twists, graphics, and questions.

A brand-new addition, Scramble, is a fast-paced word game where players race the clock to unscramble three, four, and five letter words.

This ten-in-one package has been designed for easy future replacement of questions and for game updating as additional *Pit Boss II* games are released. The new PCB is also plug-compatible with the original *Pit Boss* boards.

For more information, or distributor referral, write Merit Industries, P.O. Box 5004, Bensalem, PA 19020; (800) 523-2760 or (215) 639-4700.





Guess-A-Sketch, Super Triv III

Status Games announces *Guess-A-Sketch*, an addition to the Status System II, and *Super Triv III*, a System I update for any Status game.

Guess-A-Sketch is appropriate for use in game rooms as well as adult bar locations. It challenges the player's identification, creative, and reflex skills. Thousands of sketches are possible. There's a unique time factor and scoring that makes for a different result every time.

Guess-A-Sketch is a simple conversion from System I; also a universal kit for countertops and uprights, and available as a dedicated countertop.

Super Triv III comes as a universal kit or dedicated countertop and does away with the process of changing chips for new categories. It offers 12 new categories built into the game for flexibility and convenience in changing categories with the turn of a switch. It also features two joke, sex, and sports categories, plus entertainment.

For more information, or distributor referral, write Status Game Corp., 56 Budney Road, Newington, CT 06111. Call (203) 666-1960 in Connecticut or (213) 278-6627 for the California office.

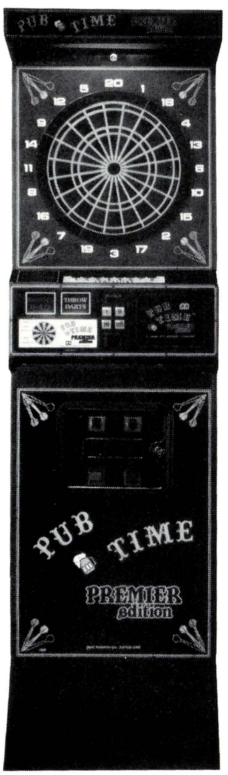
Pub Time Premier Edition

Merit Industries presents *Pub Time Premier Edition* Video Darts in a slim-line cabinet available in a choice of two decors.

Pub Time Premier Edition has an advanced credit system, scoring information shown on an amber monitor screen, choice of the 25 most popular games, and software with full bookkeeping. There's also an output signal to drive a remote monitor TV for wider audience viewing.

Merit also debuts new authentic dart color targets with segments in red, black, green, and beige for increased player appeal. All targets come with the double bullseye and target Catch-Ring.

The target section, unlocked at the top in front, swings down for total access to all components. An extended pedestal base adds stability during play and service. The wide opening dual chute coin door can be fitted with a dollar bill unit. For more information, or distributor referral, write Merit Industries, Inc., 2525 State Road, P.O. Box 5004, Bensalem, PA 19020; 800/523-2760 or (215) 639-4700.



Robo Photo

Photo Vend International introduces *Robo Photo*, a self contained and self vending photo unit that's simple to operate and easy to reload.

Robo Photo requires only 3.5 square feet of space and uses the Polaroid Spectra System that delivers a 35mm quality picture instantly. It has a 40-shot capability, dollar bill acceptor, coin mechanism, and locking money box.

Contemporary in design, *Robo Photo* utilizes durable ABS construction, features voice instructions and counter, a self framing and aiming system, and self illuminated display panel. It effectively condenses an 18 square foot traditional photo booth capability down to under four square feet for a convenient way to vend instant single or group portraits.

For more information, write Photo Vend International, Inc., 3632 Military Ave., Los Angeles, CA 90034; (213) 204-0384.

Shoot To Win! II

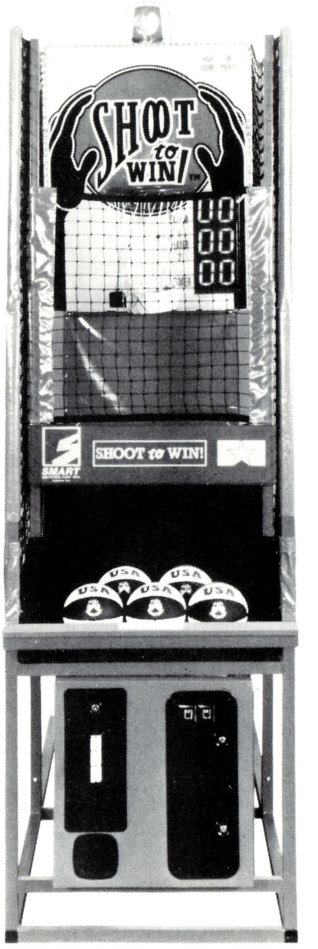
Smart Industries has developed *Shoot To Win! II*, a strong, but lightweight basketball game that's a version of its popular *Shoot To Win!*.

The new model has all the features of the original game at an economy price. Dimensions are 33-inches wide and nine feet long with an adjustable height between eight and nine feet; weight is 260 pounds.

A one-or two-player game, *Shoot To Win! II* has a photo eye sensor, steel frame construction, seven-inch basketballs, selectable coin mechs, and music; plus adjustable game timer, high score, and number of tickets per basket.

Options include ticket dispenser, dollar bill acceptor, and high score winner bubble light.

For more information, or distributor referral, write Smart Industries Corp., Mfg., 1626 Delaware Ave., Des Moines, IA 50317; 800/553-2442 or (515) 265-9900.



Jensen Service Kit

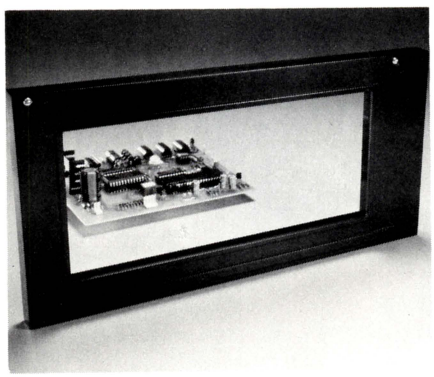
The JTK-64 Deluxe Relay Service Kit from Jensen Tools contains a comprehensive tool selection for relay maintenance. Furnished in a compact 12-1/2 X 10 X 2-1/4 inch padded zipper case, the JTK-64 is recommended for professional service and repair of magnetic relays and solenoids in telephone/communication systems, process controls, and other plant equipment.

The tool selection includes over 40 sophisticated items, including brushes, burnishers, files, gauges, lamp extractor, mirror and magnifier, ignition wrench and pliers, circuit tester, soldering iron, wire stripper, and more.

For more information or free catalog of hard-to-find tools, tool kits and test equipment, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix AZ 85044; (602) 968-6231.

ES Touch Screen

Wells-Gardner Electronics is helping to drive down the cost of touch input with its new ES Series Optical Touch Screen. With only two active components, one LED and one charge coupled device (CCD), touch input now rivals the cost of keyboard entry, yet provides a more friendly, easier form of user interface.



The ES Series offers all the advantages of traditional optical touch screen, graphics clarity, damage resistance, and X-Y stability over time, but without the premium price. Other product attributes are: lower power consumption, faster response speeds, higher resolutions, and higher MTBF reliability. The ES is based on the current Cyclops production design concept and was designed to withstand the most rugged environments.

For more information write Tim Patton, Marketing Manager, Wells-Gardner Electronics Corp., 2701 Kildare Ave., Chicago, IL; (312) 252-8220.

Free Catalog

The new Contact East 1988 Catalog offers thousands of products for testing, repairing, and assembling electronic equipment. Included are test instruments, hand tools, static protection supplies, adhesives, soldering supplies, wire and cable aids, inspection aids, EPROM programmers, telecom/datacom instruments, power supplies, tool kits, plus much more.

All products are described in detail with specifications, full color photos and discounted pricing. Contact East's same day shipment policy means orders received by 3pm are shipped by 5pm.

To receive your free copy, write Contact East, 335 Willow St., P. O. Box 786, North Andover, MA 01845; (617) 682-2000.

Security Envelopes

Secur-X single use tamper-evident security envelopes reduce your document, money or other valuable or important assets from loss due to theft with a new high tech peel-and-seal adhesive closure system from Eric Industries.

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Any organization that must send valuable or important documents without their contents being compromised are

potential users of the Secur-X single use security envelopes.

For details, samples or quotes, write Eric Industries, Inc., 12954 Bloomfield St., Studio City, CA 91604; (818) 990-2247.

COMING IN MAY OPEN HOUSE ROUNDUP

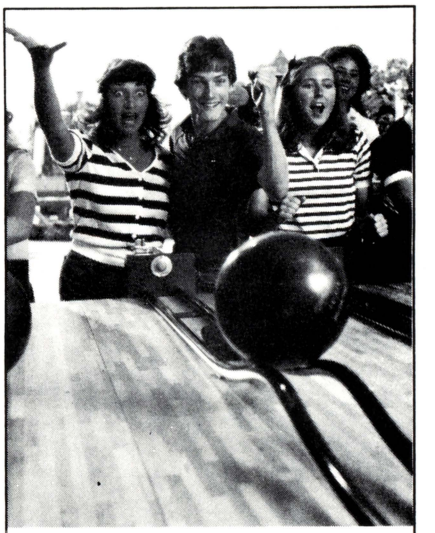
Gem Top Expands

Gem Top announces the opening of two locations in southern California: Gem Top Sales & Service in Pacoima, and Gem Top Sales & Service in Irvine. The new facilities will retail tops for pickup trucks.

Gem Top's line of products include the steel Gem Top, plastic Navajo and Poly Top, and aluminum Pac Lite. Gem Top Sales & Service facilities will also retail Protecta Bedliners.

The addition of these facilities expands the total number of Gem Top company-owned retail stores to 17. Gem Top plans to continue retail expansion in 1988 as shell manufacturers/distributors for pick-up trucks.

For more information, contact Gem Top, 8811 S.E. Herbert Ct., Clackamas, OR 97015; (503) 659-3733.



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- AMOA Political Action Committee (PAC)
- Monitors legislation and regulation affecting the industry including...jukebox royalty fees; tax developments; copyright and licensing issues; dollar coin legislation; depreciation schedules; the Berne Convention and much more!

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- Auto

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- Encourages league formation...player interest...and operator income!
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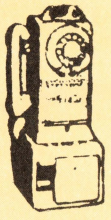

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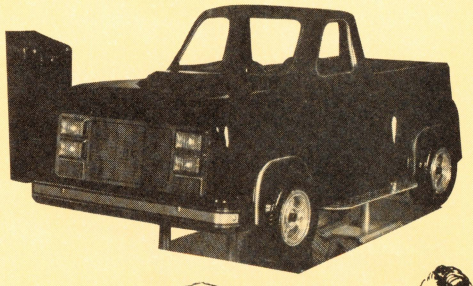

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UPDATE...

OPERATORS: STATUS REPORT

FROM

AMERICAN OPERATORS FOR EQUAL TREATMENT (AOET)

Thanks to everyone's help and input, on February 10, 1988 we filed a lawsuit in Federal District Court against Taito and AAMA in reference to their enforcement of the sale of Double Dragon in the U.S. as a dedicated game only while they continue to market it as a kit everywhere else in the world. We have kept it as clear and simple as possible in order to get the legal precedent we are all looking for — and I think we have a darned good shot at this one.

The bad news is that I really need your financial help to fight this case now. I've already spent over $20,000 but that still leaves me way short. Here is what I am asking:

1. That EVERY operator contribute $5 to $10 per video game that he or she is operating, depending on how strongly you feel on this issue. Since a victory here would only benefit the video side of our businesses, it is not necessary to count pool tables, pinballs, jukeboxes, etc. in determining the figure.

2. To make it easier on your cash flow, we will take post-dated checks if you want to split your contribution over 5 payments.

3. For everyone's protection, we have hired an attorney to act as escrow agent in a fiduciary capacity to handle all contributions. Therefore, all checks should be made out to AOET-LITIGATION TRUST FUND. I assure you that all money will be used only for legal and other direct expenses for this legal fight and NOT for my time and effort. Both the trust fund attorney and myself will have to sign all disbursement checks to insure accountability.

4. If all the money is not used, it will be refunded to you in the same percentage basis as it was contributed to us. Likewise, if there are any monetary damages awarded above our actual losses, these will be distributed on the same basis. However, our main thrust in this case is for legal precedent, not monetary damages.

I realize that this is a lot of money to each of us, but we feel that we need to raise at least $100,000. If we win, the benefits of permanently being able to buy all standard games in kit form are obvious and the payback on your contribution would be terrific. We could also open up potential damages in the millions for operators as a group.

But, most importantly, we'll all know that we stood up, together, and fought for what we know is right morally and ethically. That feeling of satisfaction for standing up for our beliefs against the almighty AAMA is something that nobody can take away from us — even if we should lose. At least we'll give it our best shot and not just roll over and take it!

Many of you have offered financial support before I needed it and I proceeded based on the fact that I could get that help if and when it was needed. It is needed now! The manufacturers have always said that we could never get it together (financially or otherwise) to fight this battle. Let's show them that thy're dead wrong!

—BILL BECKHAM

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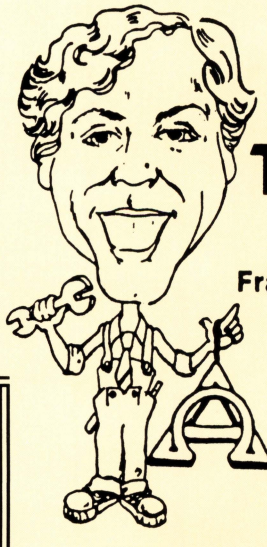

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THE CALENDAR

1988

MAY 5 6 7

Ohio Coin Machine Association exposition of music and games, Hyatt Regency Ohio Center, Columbus, OH. Contact OCMA (614) 221-8600.

MAY 12 13 14 15

Wisconsin Amusement and Music Operators annual state convention and trade show, Paper Valley Hotel, Appleton, WI. Contact WAMO, (414) 529-4704.

MAY 12 13 14 15

North Dakota Coin Machine Operators annual meeting and trade show, International Inn, Minot, SD. Contact Sandy Paulus (701) 452-2186 or (701) 452-4226.

MAY 15 16 17

AMOA 1988 Government Affairs Conference, Washington, D.C. Contact AMOA (312) 565-4602.

MAY 19 20

California Coin Machine Association annual convention, Hyatt Regency, Monterey, CA. Contact CCMA (916) 441-5451.

MAY 20 21 22

Mississippi Coin Operators Association annual convention and trade show, Royal D'Iberville Hotel, Biloxi, MS. Contact Jan Green (601) 371-1000.

JUNE 10 11 12

Illinois Coin Machine Operators Association annual meeting and trade show, Pheasant Run Resort, St. Charles, IL. Contact ICMOA, (312) 369-2406.

JUNE 4 5 6 7

International Summer Consumer Electronics Show, McCormick Center Hotel and Chicago Hilton & Towers, Chicago, IL. Contact CES (202) 457-8700.

JUNE 20 21 22

PayPhone Annual Conference and Exposition, Stouffer Waverly Hotel, Atlanta, GA. (In conjunction with the Operator Services '88 Conference and Exposition, June 22-24). Call (800) 227-1234; in Illinois (312) 986-1432.

JUNE 24 25

Amusement and Music Owners of Idaho summer fun meeting, Lewiston, ID. Contact AMOI (208) 376-8500.

JUNE 29 30 7/1

Bowling Proprietors 56th Annual Convention and Trade Exhibit, New York Hilton, New York. Contact BPAA, (817) 649-5105.

JULY 14 15

Montana Coin Machine Operators of America summer convention, Big Sky, MT. Contact MCMOA (406) 586-9526.

JULY 15 16

Pennsylvania Amusement and Music Machine Association annual meeting and trade show, Hershey Pocano Resort. Contact PAMMA (800) 232-5322; in state call (800) 521-7778.

JULY 21 22 23

Amusement and Music Operators of Texas annual meeting and trade show, Sheraton Hilton Hotel, Amarillo, TX. Contact AMOT (713) 779-4188.

JULY 21 22 23

5th Annual Billiard Congress of America Trade Expo, Commonwealth Convention Center, Louisville, KY. Contact Frank Zdy, (619) 278-3877.

AUGUST 4 5 6

West Virginia Music and Vending Association annual meeting and show, Gateway Center, Huntington, W.VA. Contact the association, (304) 949-3289.

AUGUST 12 13

Amusement and Music Operators of Virginia annual meeting and show, Ramada on 57th, Virginia Beach, VA. Contact AMOV (804) 262-9283.

AUGUST 12 13 14

Wyoming Candy, Tobacco and Coin Vendors annual meeting, Holiday Inn, Riverton, WY. Contact Tom Kilty (307) 635-6467.

AUGUST 26 27 28

Amusement and Music Operators of Tennessee annual meeting and trade show, Vanderbilt Plaza, Nashville, TN. Contact Tom Jackson (615) 242-7747.

Attention: Readers!

You, our readers, have expressed confusion about our publication dates because the issues have been coming out in the middle of the month, giving the appearance that the publication was late in arriving.

We have decided to end that confusion by having the latest *Playmeter* in your hands by the first of the month it is dated. You will note that this issue is dated April/May which will get us on the schedule you would prefer. You will not be short-changed, however, and will receive all 12 issues you paid for.

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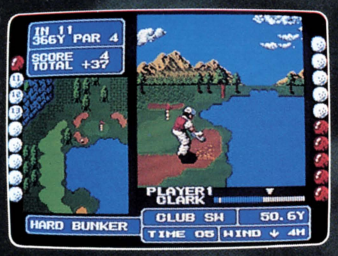

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